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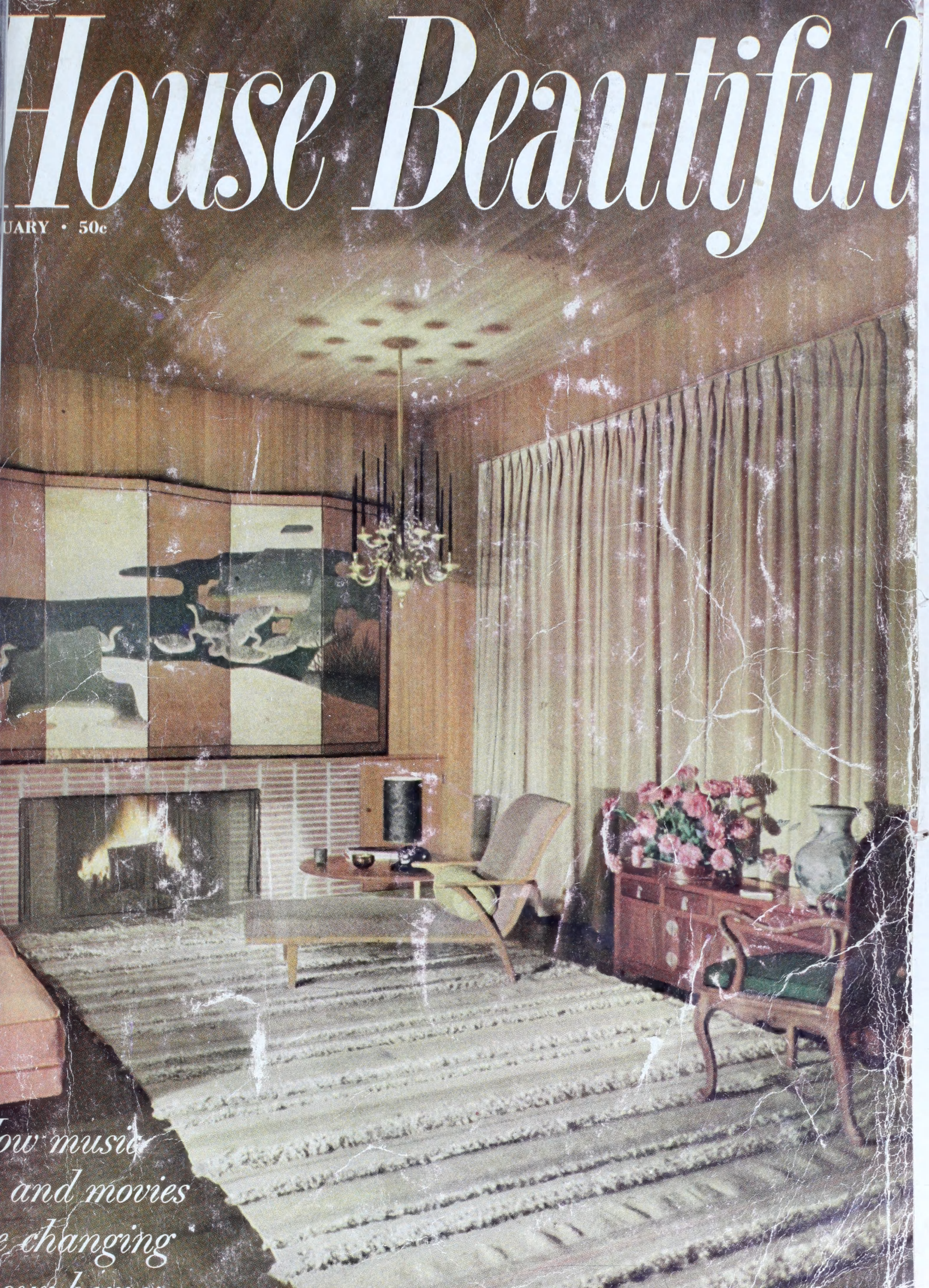
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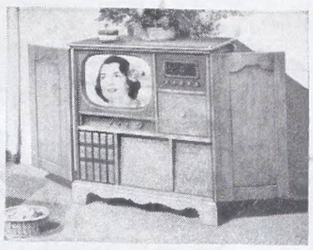
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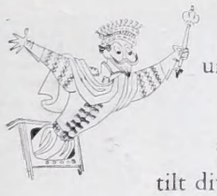




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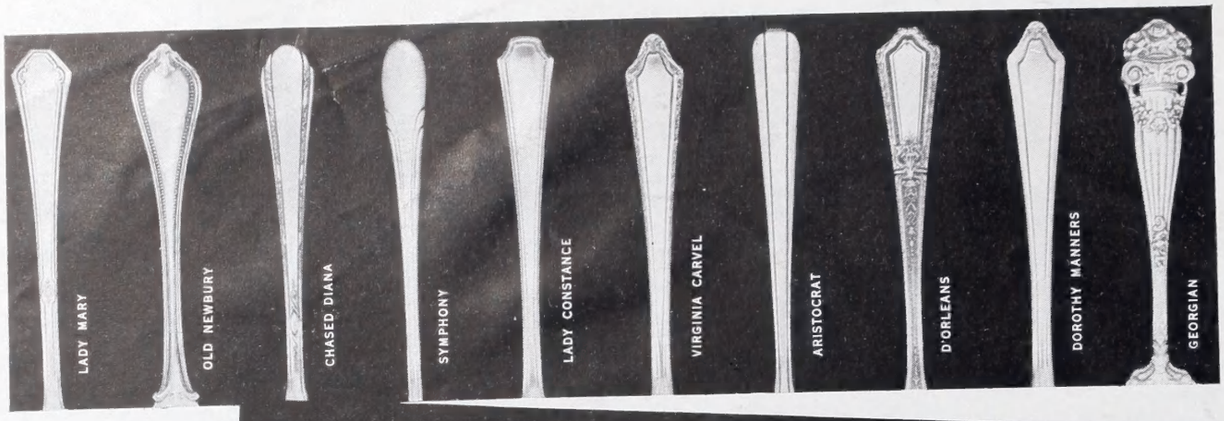
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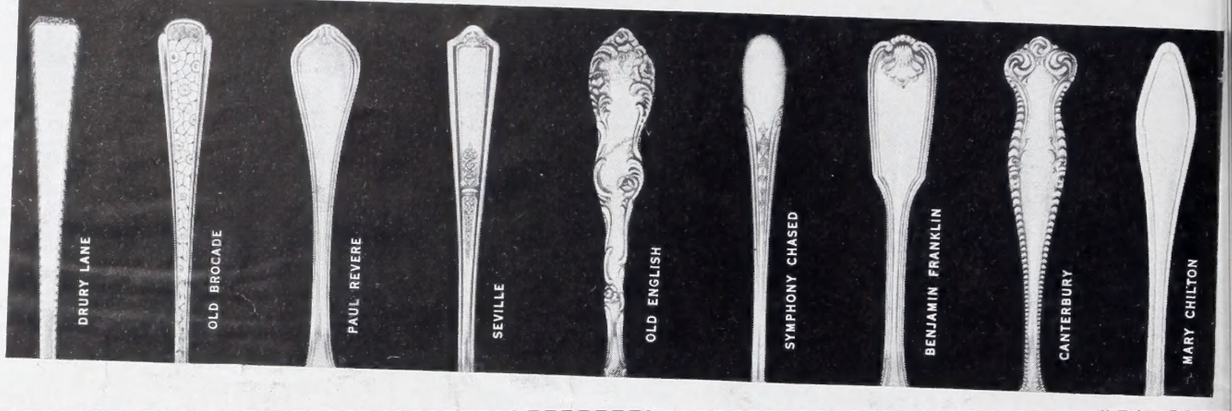
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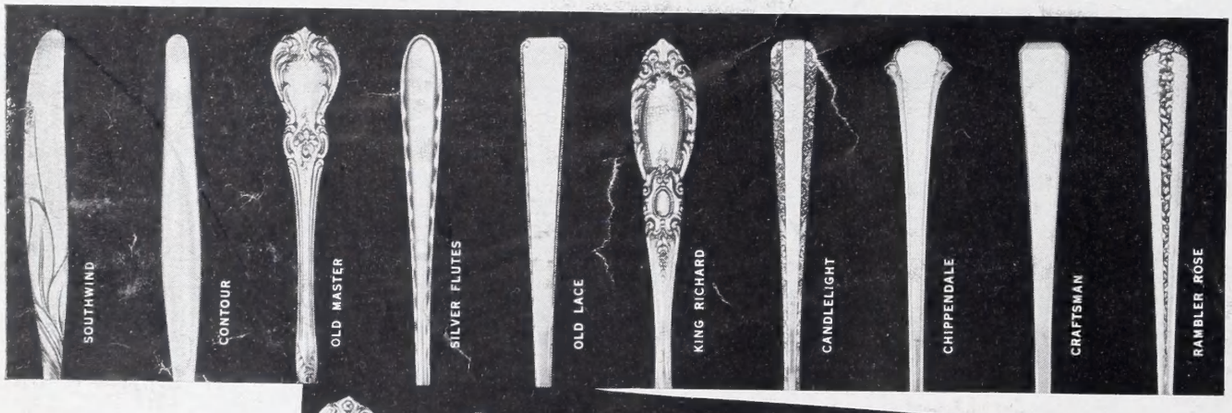
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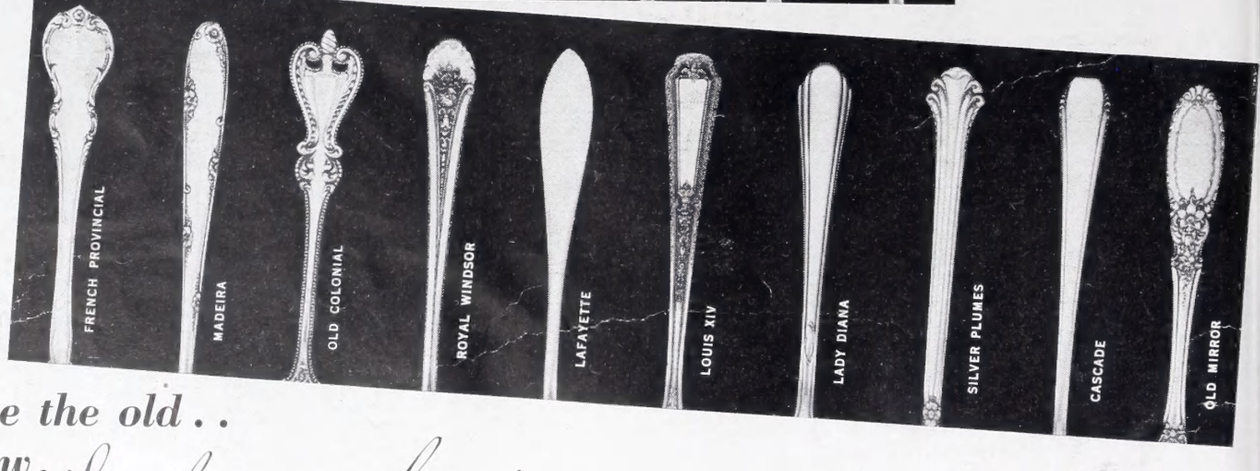


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PHOTOGRAPH BY MAYNARD PARKER

A philosopher once described architecture as frozen music. In this cover picture of the living room of John Yeon, one of America's finest architects, the room's flowing lines harmonize with Marianne Strengell's textured, hand-woven rug.

House Beautiful

VOL. 95 NO. 1

THE MAGAZINE DEDICATED TO THE BUSINESS OF BETTER LIVING

JANUARY 1953

MUSIC AND HOME ENTERTAINMENT

How to Judge Children's Records **6-8**
The Syncopated Harpsichord **10-11**
How Music and Movies Are Changing Your Life **37**
The Expanding World of Your Living Room **38-43**
Television Creates a New Kind of Dining Room **44-45**
Seven Places to Put a TV Set **46-49**
Blow, Bow or Beat **50-51**
Snapshots of Sound **52**
See How House Beautiful's Pace Setter House Provides for Music and Fun **53**
It Segregates Looking and Listening in the TV-Study-Guest Room **54-55**
Every Family Needs An All-Out Playroom **58-59**
The Doctor Plays **60-61**
See the World at Home on Film **62-63**
What Concertgoers Like Best and Why **64**
A World of Music in a Nutshell **65-67**
Here's All You Need for "Hi-Fi" **72-73**
Be Patient With Those Sour Notes **74-75**
Do You Really Need a Piano? **76-79**
Music While You Work—Music While You Eat **80-81**
Records I'd Hate to Break **82**

THE PACE SETTER HOUSE FOR 1953

See How House Beautiful's Pace Setter House Provides for Music and Fun **53**
It Segregates Looking and Listening in the TV-Study-Guest Room **54-55**
The Adjoining Bath **56**
See How Creative Embroidery Ties Together All Furnishings **57**
Every Family Needs An All-Out Playroom **58-59**

FOOD AND THE ARTS OF GOOD LIVING

Entertaining is an Attitude **68-69**
How to Master the Punch Bowl **70-71**

GARDENING

How to Look at a Seed Catalog **84-87**
See What $400 Did for a Tired Back Yard **88**
Lazy Does It **112**
Common Garden Fallacies **124**

DECORATING

Seven Places to Put a TV Set **46-49**
See How Creative Embroidery Ties Together All Furnishings **57**

TRAVEL

How to Leave Home and Like It **34**

OTHER FEATURES

Window Shopping **12-32**
Pantry Shelf News **11**

ADVERTISING INDEX 129

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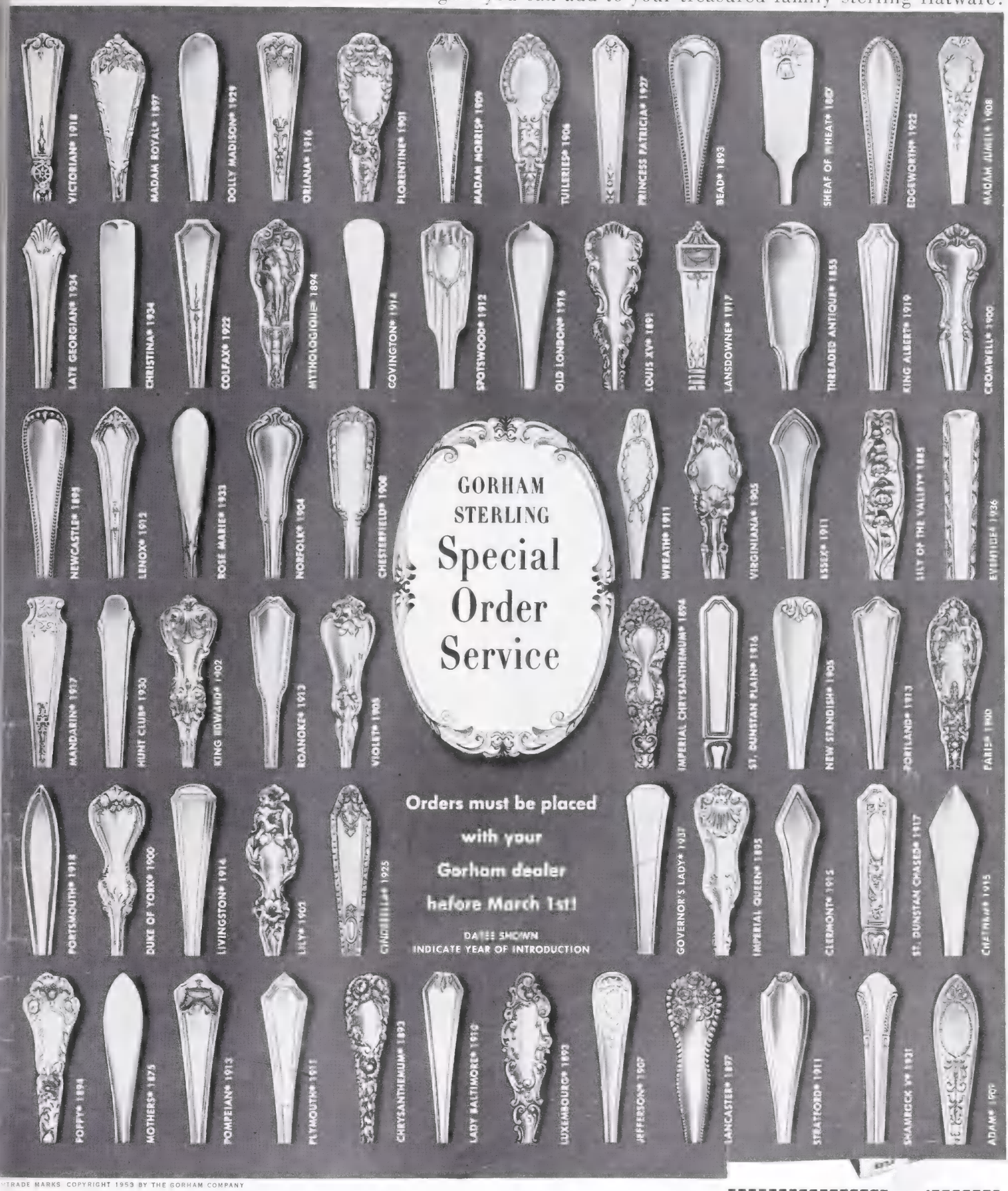
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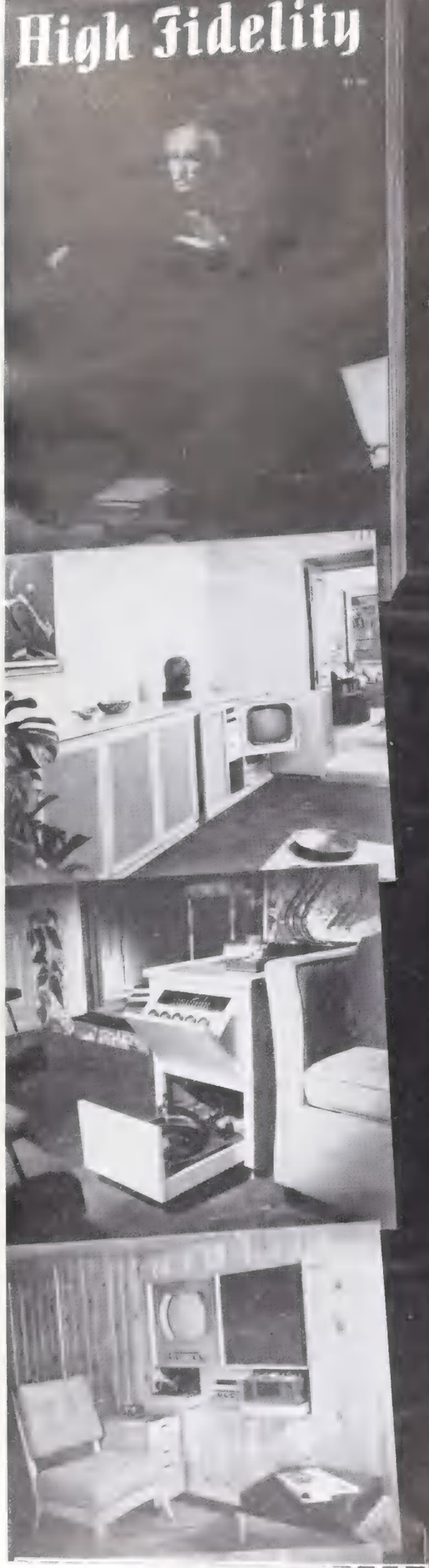
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Shown here, only 66 of over 200 pattern-classics from the famed Gorham* Sterling collection, all again available on special order! Even if your pattern isn't among these shown, your Gorham dealer will give you whatever "special-order" information you desire. Just bring in a sample of each piece of the pattern you wish duplicated. Wonderful to know that when you choose from any of the precious Gorham Sterling patterns, you're assured that you can add to it...even years later!

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The Magazine for Music Listeners

sends you 50 "best" designs for Hi-Fi music systems

If you enjoy music, the specially-prepared booklet, 50 "best" designs for Hi-Fi music systems, will tell you how you can get *greater* enjoyment... will give you over 50 ideas to help you make your home music system as attractive to look at as it is enjoyable to listen to. 50 "best" designs for Hi-Fi music systems is beautifully printed from photographs submitted to HIGH FIDELITY Magazine as outstanding examples of decorative and acoustic design. It is a large—8¾" by 11⅝"—booklet and full of attractive ideas which you can use or adapt to your own living room.

There's a lot of wonderful music on records, FM radio, and tape which few people have heard. HIGH FIDELITY Magazine—the new bi-monthly publication for music listeners and audiophiles—tells you which are the best records to buy, what equipment will give you greatest listening pleasure, how to incorporate your phonograph and radio equipment so it will blend attractively and unobtrusively with the decor of your living room. Every issue features a 32-page phono-record section, reviews the equipment used for music reproduction in the home, and every issue contains informative feature articles such as these: How to Choose Equipment for a Home Music System (November), Shopping for Children's Records (November), The Records of Handel (September), How to Select an FM Tuner (May).

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SEND NOW FOR



How to judge children's records

By Steven R. Carlin
Manager, Children's Artists and Repertoire Department, RCA Victor

Before you make a selection, observe your child's reactions. A good record is one that entertains a child and gives him something to do

Among those who make phonograph records, the perennial question is: "Who buys children's records, the child or the parent?"

The child wants the record, but the parent has the money. Before a purchase can be made, child and parent have to get together. We might say, then, that the customer for the children's record is a combination of child and parent.

Since you, the parents, buy the records, you ought to have a few rules to help you buy. The foremost rule is this: *Buy a record for your child's sake and not your own sake.* Never mind whether the record does *you* any good. Make sure the record does the *child* some good.

Perhaps this ought to be stated in another way. Don't buy a child's record to distract the child. Buy a record to occupy the child. I your purpose is to keep the child busy and out of your hair, you are wasting a precious opportunity. For children's records are one of the more wholesome ways of entertaining the child.

In fact, the primary purpose o children's records is to entertain children. When the child listens to a record, he goes through an emotional experience that is educational as well.

It is important not to be afraid of the word "entertain." So many parents think that records must "educate" in the narrow and confined sense of arithmetic, spelling and "good music." When you prepare meals for your child, you are concerned about nutrition, about vitamins and proteins. Neverthe



Watch your child

ss, you don't neglect "flavor." In ict, tasty dishes become your rimary concern, or you would re- uce eating to the swallowing of rotein and carbohydrate tablets. hen the cooking is good, nutrition kes care of itself. When you in- st, above all, that food nourish ther than please, then food be- mes medicine.

The choice of children's records at entertain in a wholesome man- er is very great indeed. No record mpany can claim a monopoly. ear in mind, however, that a child entertained by the story and not y the star. The child is not im- ressed by a big name. In the ild's world the big names are Donald Duck" and "Hopalong assidy" and "Winnie the Pooh." he child doesn't care who tells e story, just as long as the story about his own heroes.

Therefore, choose children's rec- ds for the story material rather an the performing artists. One f the most successful of all chil- ren's albums is the "Bozo" series eleased by Capitol Records. The an who plays "Bozo" is a brilliant erformer, but the child wants Bozo" and not the voice behind im.

There are two big groups of ildren's records that your child ill welcome. The first group con- sts of all the classic songs and ories. There must be a reason why *Mother Goose*, Hans Christian An- ersen, and the Grimm Brothers ave survived. Columbia Records as an excellent series of children's lassic stories, some of which are arrated by Gene Kelly.

In our own lifetime, some chil- dren's stories have been written which have also become classics. The *Babar* series issued by Decca Records and *Winnie-the-Pooh* by RCA Victor are examples. These records also belong in a child's library.

Next in line, after the classics, are stories which enjoy a current popularity because of television, the movies, or books. Your child will want a story that is familiar and meaningful to him. In fact, familiarity increases the meaning- fulness. To a child, one might say, familiarity breeds content.

If your child has seen *Robin Hood* in the movies, it is only natural that he will want to relive this experience at home with Capi- tol's record version. The success of Decca's *Lone Ranger* and RCA Victor's *Howdy Doody* point this up. Having become acquainted with these characters on television, your child wants to invite them into the home. Don't neglect up-and- coming TV and movie characters like Mighty Mouse and Rootie Kazootie.

Once you are satisfied with the story content of the album, then turn your attention to the "pack- age." The primary purpose of the "package" is to hold the record, but the "package" can do more than that. Even a simple envelope can have a clear, full-color illus- tration on the cover. You'd be amazed how important this is to the child. When he looks into the face of Bugs Bunny or Aladdin, he "sees" the story that he hears on

Please turn the page

s he listens







Nicky Surovy listens to *Winnie-the-Pooh*. He is the son of Mr. and Mrs. Walter Surovy. Mrs. Surovy is opera star Risë Stevens.

PHOTOGRAPHS BY JAMES ABBÉ, JR.



Hear what you've been missing... on a

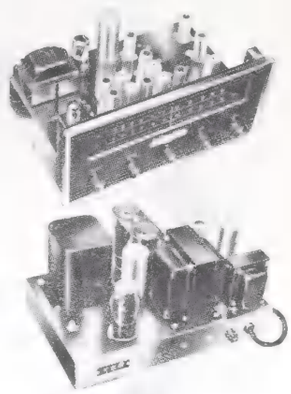
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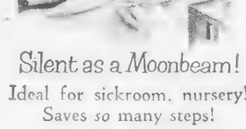
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It chills food and drinks! Freezes ice cubes! Rolls indoors or out! It's a refreshment center, a snack spot, a portable bar!

Ah! — Cold drinks, snacks and ice right at your elbow — in a sleek cabinet that's smart in *any* setting! The perfect gift . . . wonderful for entertaining, parties, family fun! Ideal for offices, boats, storing doctors' serums, too!

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HOW TO JUDGE CHILDREN'S RECORDS

CONTINUED FROM PRECEDING PAGE

the records. This visual contact increases his enjoyment.

Packaging of children's records has gone far beyond the single envelope stage. In *The Story Book Album*," the arena in which the child can have fun with records is greatly expanded.

. Take *Mickey Mouse and the Beanstalk* as released by Capitol, or *Gene Autry at the Rodeo* as released by Columbia. In each is a full story book with the action of the records illustrated in fine pictures. Furthermore, every word that the child hears on the record is printed in the story book, and there is a signal on the record that tells the child just when to turn the page.

You can see at a glance how much richer this entertainment experience is for the child. He not only listens, but he finds he has something to do. If he can read, all the better. If he can't read, he can look at the pictures and pretend he is reading. He certainly knows when to turn the page, which becomes a proud moment for him.

Along with *The Story Book Album*, RCA Victor has released a new "6 in 1" album. In this package the child has pictures to color, can read a summary of the story under each picture, and can also punch out a puppet stage and paper puppets. The child finds himself with six ways of having fun, which is certainly better than one way—the old way of listening only.

After the child has listened to a record for the first time, ask him some questions about it. Ask him about the story, the incidents, and the characters. Such questions will further evoke participation by the child. And the answers will be fun to listen to.

Having gone past the hurdles of story material and packaging, the parent should think of several other points before buying. The records should be non-breakable, the recording quality should be clear, the production should be full and not "stingy."

Almost all children's records sold are non-breakable, but make sure anyway. As for the recording quality, play the record in the shop before you buy. You can tell at once by merely listening. Your own judgment is your best guide. If the voices are not clear, if the narration is drowned out by music, if the record does not seem to have enough volume, if there is a sharp surface "hiss," don't buy. Examine the record under the light for scratches and bumps. You are within your right to expect a perfect product. You will cheat your child if you are timid about this.

Some record companies try to sell on "simplicity." By that they mean a single voice narrating to a piano. This is usually not simplicity but stinginess. A child responds more fully to a big production. The more pixie voices, the more sound effects, the more music he hears, the more he is entertained.

There are exceptions to this, of course. In the main, however, choose records that are fully dramatized. A pixie voice to a phonograph record is what color is to an animated cartoon. Once upon a time, animated cartoons were black and white only. Those days are gone forever.

When a record is carefully produced, all sound effects, all narration, all dialogue come through in perfect clarity and with full meaning to the child. Capitol's *Sparky* series are big productions, and because they are not just skin and bones, they increase the child's enjoyment.

In all of this, you as a parent may get the feeling that "educational" records are taboo. This is not so. If your purpose is to give the child specific training in a specific subject, then you will want to purchase "educational" records. The Children's Record Guild, which has an excellent list of records that are primarily entertaining, has also issued records that stimulate the child's appreciation of good music. Some of these records are genuine gems. A narrator tells about the composer, then the music is played and analyzed. These, too, certainly belong in a child's library.

A parent always enjoys buying a gift for a child. The quality of pleasure can be doubly blessed by giving the child a gift he too enjoys. I repeat: A child's record must be judged by the child.



RCA VICTOR'S new "45 Extended Play" record



more music for less money

up to 16 minutes with the World's Greatest Artists for only $1.50

Over 900,000 sold in just the few weeks since RCA Victor announced "45 Extended Play," the new development which *doubles* the playing time on a single 7-inch, 45 rpm record.

Superb tone, uninterrupted play (no breaks except those the music calls for), greater value—these are the big factors in the instant response of music lovers.

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Pops on "45 Extended Play"
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- Sibelius: Finlandia, Chabrier: España Rapsodie
- Light Cavalry Overture, Beautiful Galatea Overture
- Medleys from Annie Get Your Gun, Kiss Me Kate
- Stars and Stripes Forever, El Capitan March, Our Director March, Semper Fidelis
- Rosenkavalier Waltzes, Faust Waltzes
- La Cumparsita, Carioca, The Continental, Ritual Fire Dance
- Aïda: Grand March, Marche Militaire, March Of The Little Lead Soldiers, Funeral March Of A Marionette
- **Fritz Reiner, Robin Hood Dell Orchestra.** Incidental Music to A Midsummer Night's Dream
- **Sigmund Romberg.** Student Prince Waltzes, Desert Song Medley, Blossom Time Waltzes, Viennese Nights, Waltzes
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- **Leopold Stokowski and His Symphony Orch.** Selections from The Nutcracker Suite
- **Arturo Toscanini, NBC Symphony Orch.**
- Overtures to Barber of Seville, Magic Flute
- On The Trail, Danse Macabre
- **Alexander Brailowsky.** Chopin: Waltz in A-Flat, Waltz in F-Minor, Waltz in C-Sharp Minor, Waltz in E-Flat
- **First Piano Quartet.** Gershwin: Rhapsody in Blue, An American In Paris
- **Vladimir Horowitz.** Five Chopin Mazurkas
- Hungarian Rhapsody No. 6, Wedding March
- **José Iturbi.** Clair de Lune, Liebestraum, Chopin: Polonaise in A-Flat
- Debussy: Rêverie, Beethoven: Für Elise, De Falla: Ritual Fire Dance, Dance Of Terror
- **Artur Rubinstein.** Debussy: La Plus Que Lente, Mendelssohn: Spinning Song, Liszt: Valse Oubliée, Rachmaninoff: Prelude in C-Sharp Minor
- Chopin: Nocturne in F-Sharp Minor, Scherzo No. 3, in C-Sharp Minor
- **Whittemore and Lowe.** Lover, The Song Is You, The Continental, In The Still Of The Night
- **Mischa Elman.** Massenet: Meditation. Grieg: Album Leaf, Schumann: Träumerei, Beethoven: Minuet in G
- **Heifetz.** Beethoven: Romances Nos. 1 & 2 (G & F)
- **Nathan Milstein.** Mozart: Adagio in E, Rondo in C
- **Licia Albanese, James Melton.** Arias and Duets from Madama Butterfly
- **Marian Anderson.** Schubert: Ave Maria, Die Forelle, Wohin, Erlkönig
- **Patrice Munsel.** Strauss: Emperor Waltz, Wine, Woman and Song, Gypsy Baron Waltz, Artists' Life
- **Jan Peerce.** O Paradiso!, Cielo e mar, Recondita armonia, E lucevan le stelle
- **Ezio Pinza.** Don Carlo: "Ella giammai m'amo," "Dormirò sol nel manto mio regal," Don Giovanni: "Madamina, il catalogo è questo"
- **Robert Shaw Chorale.** The Rosary, Sweet and Low, In The Gloaming, Through The Years, Schubert: Ave Maria
- **Gladys Swarthout.** Oh Promise Me, Bless This House, At Dawning, The Lord's Prayer
- **Helen Traubel.** Wagner: Elisabeth's Prayer, Isolde's Love Death
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The Syncopated Harpsichord

The 16th-century instrument that inspired the classical measures of Bach and Scarlatti now contributes its sprightly twang to modern popular recordings

IT TAKES a nimble imagination to trip from the stately aura of candlelight and the minuet to the fast rhythms of our electronic age and its jazz. But if you can do it without losing your breath you'll have some idea what to expect when you hear today's disc jockey say "arrangement for the harpsichord." If not, you'll be quite sure somebody made a mistake!

We're long used to the fact that Tin Pan Alley can twist a Schubert symphony or a Tchaikovsky concerto into a popular tune with the greatest aplomb. But until they heard it, it was as much of a strain for Tin Pan Alley as for serious music lovers to imagine the sedate instrument of Bach and Mozart twanging forth "The St. Louis Blues." Look at the picture on page 83, and you'll see the difficulty.

The man who is generally held responsible for this curious revival is the bearded oboist, Mitchell Miller, who is said to have started his musical career at the age of six, playing Bach's *Two Part Inventions* on an old-fashioned square piano. As an oboist he has played almost every conceivable kind of score from classical quartets in New York's dignified Town Hall to a boisterous recording of the "Stinky Cheese Polka." It was in 1938, he says, that he first thought of taking the harpsichord from its antique pedestal. He had been playing a good deal of Bach (on the oboe) with concert harpsichordist Yella Pessl when the modern composer Alec Wilder asked him to help figure out some new instrumental combinations for Wilder recordings. The outcome of these coincidental activities was the Wilder Octet which consisted of Miller playing oboe with Walter Gross at the harpsichord, plus a clarinet, flute, bass, bassoon, bass clarinet, and drums. Altogether the group made about thirty "sides" for Columbia Records, but as far as popularizing the harpsichord went, nothing much happened.

The really significant event took place only a year and a half ago, by which time oboist Miller ha become director of Columbia's po ular records division. That w Rosemary Clooney's recording "Come On-a My House," an A menian dialect song written William Saroyan and his cous Ross Bagdasarian, to the high unorthodox accompaniment of St Freeman playing the harpsichor The unfamiliar twang of the i strument had an exotic quality th went with the Middle-Eastern cha acter of the song and the reco was an overnight hit. Since th it has been credited variously having *made* Clooney, Freema Miller, the harpsichord, and C lumbia's position in the popul recording field.

Since then Stan Freeman h made an album of instrument recordings. "Come On-a Stan House," in which his harpsicho is joined by a guitar, bass, a drums. The musical style vari from a demure Scarlatti-like a rangement of "My Blue Heaven to a version of "St. Louis Blue in which the harpsichord vibrat with thoroughly jazzy syncopatio There have been some origin boogie-woogie recordings of Al Wilder compositions for harps chord—played by Freeman—a French horns; and last June, Ros mary Clooney and the harps chordist celebrated the anniversa of their first partnership with recording "Botcha Me." Newe Freeman addition to Columbia harpsichord list is "Without M Love"—Bolero Gaucho—an instr mental recording released la month.

Actually, RCA Victor had use a harpsichord in its recordings "Across the Wide Missouri" severa months before Columbia's "Co On-a My House." In the studios that firm the harpsichord is n stranger. Over a period of yea it has made a long list of recor ings by Wanda Landowska, th distinguished artist who has d voted her career to recreating th music of Bach and Scarlatti on th instrument for which it was writte



PANTRY SHELF NEWS

By Julie Polshek

ast month I found I'd rounded far too many holiday delicacies r the space I had. But the holi- ays will still be in the offing when ou read this, so I'm picking up here I left off—chapter 2 of my hristmas review, you might say.

A pantry-shelf inventory can be ade a mighty exciting food- ource these days. Pennsylvania- utch country sausage is a gourmet m. The Alhoes of Old Mill Farm ent months developing this can- ng innovation and their usual rfectionism is very evident in the lectable result. They use only ime, lean cuts such as tender- ins, hams and shoulders in the re-pork product. By trimming e cuts, they create a dense sau- ge-loaf that's virtually fat-free. romatic spices, used with a light nd, add their savory bouquet to e rich flavor of the meat blend. ecause of the partial cooking hich the sausage undergoes to ake it non-perishable, it requires nly brief browning to ready what ou slice off for serving. The proc- sing procedure used also gives e sausage-meat long keeping ualities (refrigerated, of course) fter the can is opened. A great ad- ntage to a lone wolf or a twosome ousehold where the 2-pound con- nt suffices for several meals.

Mention of sausage conjures up oughts of feathery buckwheat kes and maple syrup to pour over e steaming stack. The farm has buckwheat-flour mix that's super, is their syrup. Good-Morning reakfast is the apt name they give e festively packed assembly of can of sausage, three pounds of e buckwheat mix, a pint of pure aple syrup. Though especially de- ed for gift-giving, it's a trio that longs together even for your own e. The cost is $4.95. Sausage one is priced at $5.95 for 3 cans 0% additional for shipments west Mississippi in both instances). he address is Great Valley Mills. .F.D. Ivyland, Bucks County, Pa.

Another new pantry-shelf delicacy of epicurean stature comes from Italy—Spiga Risotto a la Milanese. It's made from a superb recipe that blends the rich flavors of browned rice and onions, olive oil, Parmesan cheese, saffron, and wine. Each rice kernel in the luscious concoction is separate. You simply warm the tin in boiling water to ready the rice for serving. Combine it with sautéed chicken livers and/or mushrooms and you have a sumptuous main course for four.

The anchovy sauce created by this same Italian organization gives further evidence of their culinary artistry. The thick concoction is an inspired blend of Gorganas anchovies mashed to a paste, olive oil, vinegar, subtle spices, and just enough sugar to mellow the tangy ingredients. It's a scintillating addition to cream cheese and other canapé toppings, to tossed-salad dressing, gives any kind of fish a piquant lift. Veal and anchovy flavors, you'll find, complement each other in delightful fashion; it's a combination often found in fine Italian cuisine.

The rice and sauce can be had from Charles & Co., 340 Madison Ave., New York. The pair costs $2.69 postpaid.

A delectable example of American artistry in sauce making is Old Alexandria Mustard Sauce, made from a prized recipe of an old Virginia family, produced by a Williamsburg Restoration licensee.

The unique sauce has a velvety consistency much like thick mayonnaise and a scintillating savor that has what might be called a dual personality. One moment its piquant blend of vinegar, sugar, oil, and aromatic spices predominates; then suddenly, the fiery temperament of the mustard content steps boldly to the fore. Thinned with a spot of vinegar, the sauce affords a delightful dunk for cocktail tid-

(*Please turn to page* 33)



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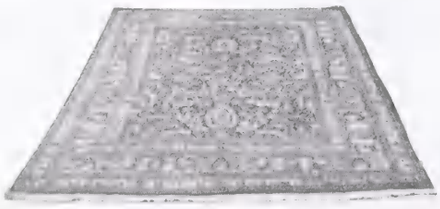
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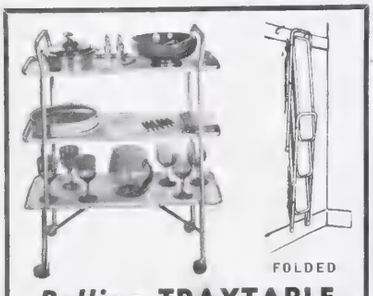
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Combine these handsome bathroom glasses with the matching finger towels to achieve a gala air of fun and sophistication. 12 oz. sham bottom glasses are frosty white with clever lady and gentleman Poodle designs in black and gold. Poodle towels, 11" x 20", made of finest white linen, are already hemstitched. Easy-to-follow design of black and white Poodle with gay red bow is stamped on, taking just a minute to finish. Towel kit contains all embroidery floss needed and complete and simple instructions.

Complete 4-pc. Poodle Set $4.50 ppd.

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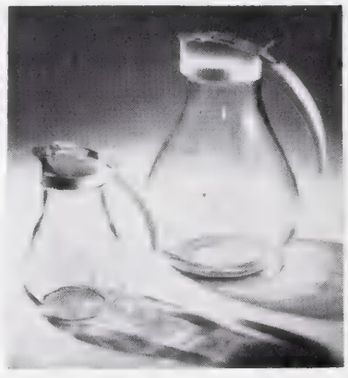
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WINDOW

Merchandise, except personalized items, may be returned for refund by firms involved. Prices subject to change. Happy Window Shopping.



BATTER UP the waffle iron Sunday morning and treat the gang to something special. This set is clear glass with hand-cut monogram, and perfect for breakfast. The 1½-quart waffle jug and 1-pint syrup container both have plastic non-drip tops. And they go right into the refrigerator as storage jars. Set is $3.95 ppd. Glasscraft Mfg. Co., 920-B Chicago Ave., Evanston, Illinois.



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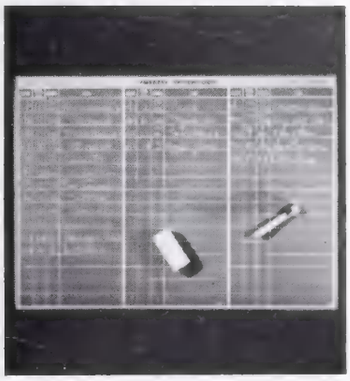
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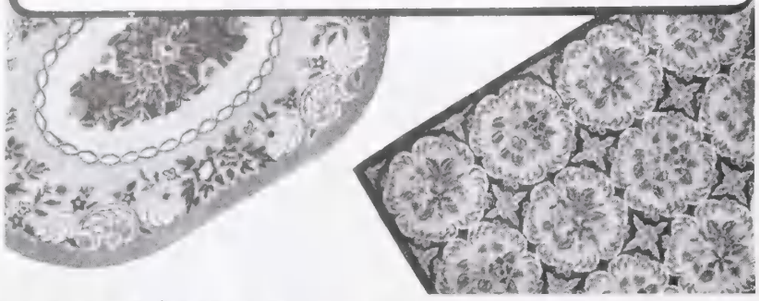
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Large with Birthstone $36.00
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14K Gold (Snake type) Chain $24.00

Jan. — Garnet
Feb. — Amethyst
Mar. — Aquamarine
Apr. — Diamond or White Zircon
May — Emerald
June — Pearl
July — Ruby
Aug. — Peridot
Sept. — Sapphire
Oct. — Opal
Nov. — Topaz
Dec. — Blue Zircon

Gift Wrapped and Postpaid All prices include Fed. Tax
Be sure to list Day, Month, Year and Stone desired

Gutowitz
Since 1890 Long Island's Leading Jewelers
243 Fulton Avenue • Hempstead, L. I., N. Y.
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SAVE! Order finest imports by mail



HAND HOOKED RUGS *Room sizes—throw rugs*

EXAMPLE PRICES: 2′x4′ *only* $5.50 ppd. 9′x12′ *only* $67.50 ppd.

We are able to import a limited number of the finest hand hooked rugs in the world to sell direct from the Far East to you. Sizes from 2′ x 3′ (only $3.75) to 12′ x 18′ (only $137.50). We pay shipping. Seven authentic colonial designs in either oval or oblong shapes. Clear subtle colors in luxurious long staple cotton yarns. Will outwear wool hooks. Fill in coupon below for free folder showing all designs, prices and colors; information about sending for sample rug so you can make your choice right in your own home.



MATCHSTICK BAMBOO DRAPES

Custom made with fixed pleat tape

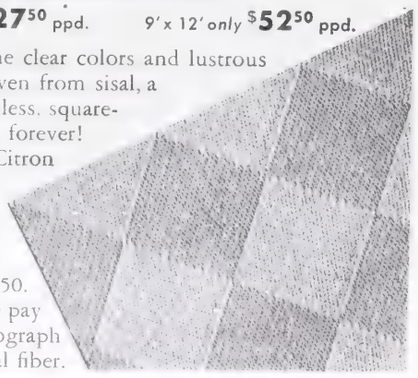
EXAMPLE PRICES: 3′x7′ *only* $5.20 a panel
6′x7′ *only* $9.60 a panel

We custom make for any size window or doorway yet you pay less than for ordinary ready made drapes. Available with fixed pleat tape headings for easy installation, more beautiful draping. Natural bamboo color approx. 24¢ a sq. ft. Gray, chartreuse, coral, cocoa, turquoise, heather, kelly, red, yellow, black, white—35¢ a sq. ft. We'll match any color swatch or you can easily paint them. Smart, long wearing, guaranteed finest quality. *Cornices and traverse rods made to your order.* Send in coupon for full information.

SISAL HEMP RUGS *in decorator colors*

EXAMPLE PRICES: 6′x9′ *only* $27.50 ppd. 9′x12′ *only* $52.50 ppd.

These richly-textured rugs have the clear colors and lustrous sheen of expensive carpeting. Woven from sisal, a durable white hemp fiber, in seamless, square-patterned rugs. Actually will wear forever! Pewter Gray, Sandalwood Beige, Citron Yellow, Cypress Green, Chocolate Brown, Off White. Colorfast; vacuum easily; wash with soap and water. We import and sell at lowest prices. Other sizes: 8′ x 10′ $38.50. 9′ x 15′ $65.50. 10′ x 14′ $67.50. We pay shipping. Send for free color photograph and six actual color samples of sisal fiber.



SPECIAL PRODUCTS COMPANY, Dept. HX,
950 Columbus, San Francisco, Calif.

CARABAO
SPECIAL PRODUCTS COMPANY

Please send me free literature, complete price information

- ☐ Carabao Hand Hooked Rugs
- ☐ Carabao Matchstick Bamboo Drapes
- ☐ Carabao Sisal Hemp Rugs

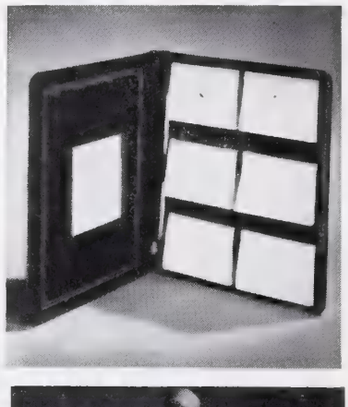
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Address _____



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UNCLUTTER YOUR MIN
and let this handsome Mult
Memo do your remembering f
you. There's a different jot-pa
for Monday-through-Saturda
chores, or you may want to u
them for organizing various hous
hold jobs. There are six in al
a perpetual calendar and a pe
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in red, brown, green, wine, dar
blue, beige. 7¾" x 9", $4.95 pp
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cis himself, the gentle patron,
this outstanding bird bath. Mad
of light red terra cotta, the bo
is lined in turquoise glaze—wi
make a lovely garden spot o
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high over all, the bowl is 18" i
diameter. $30 f.o.b. Erkins St
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IN ANY CASE—that's as sma
as this, you'll be proud of yo
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has been used, and your initia
in gold finish metal, is boldly ev
dent. $2.10. The large pancak
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of the same fabulous leathe
$2. In deep red, ming gree
navy, or ginger, the set is $
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(*Continued on page* 16)



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Identify your fine needlework as your creation by signi
it with these smart personalized labels—just like
artist signs his paintings. To give your handiwork a hal
mark of distinction and the dramatic flair of Fifth Aven
shops, send today for the inexpensive trial set of 1
only $1. Or if you prefer, order 25 for $2; 50 for $
Please indicate number wanted and name for each set
more than one ordered. Name must be no more than fiftee
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ENJOY THESE
"EVERBLOOMING GERANIUMS"
NATURE NEVER TOUCHED

Ever been fooled by a flower? If not, you will be when you see this Gay Deceiver® Geranium plant, so real you can almost smell its spicy fragrance. Even the experts mistake its waxed blossoms for Nature's own. And so will your friends when they admire its brilliant coloring. 3 beautiful blossoms with green foliage, in a 4½" white pot. Sparkling, fresh forever, you'll want to parade several across your window sill. White, red or pink flowers.

Mail Orders promptly filled postpaid.
$3.75 each. 3 for $10.50.

Send for FREE CATALOGUE of other Gay Deceiver waxed flowers and plants IN FUEL COLOR.

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A Thrilling Surprise Package for You

Every Month—Direct by Mail—from a Foreign Land!



Imagine yourself shopping in the tiny villages and the big cities of Europe, Asia, Africa, South America, the Near East and the Far East. Imagine yourself examining the hundreds of unusual articles peculiar to each foreign land, many of them hand made, then selecting the very choicest in interest, usefulness, beauty and value, and having them ent to you, postpaid, duty free for only $2. each!

Yes, you can now enjoy the thrill of receiving a urprise package every month from France, Italy, pain, Holland, Sweden, England, India, Japan or ome other distant shore—for only $2.00, delivered o your door. You pay no postage, no duty. The alue is guaranteed to be more than satisfactory to ou in every instance.

How, you ask, can this be done? The secret is in ie new, unique service offered by the Around-the-Vorld Shoppers Club—plus the magic of the Amer-an dollar. Foreign nations are in urgent need of merican dollars to support native industries. hey are glad to offer tremendous merchandise alues in exchange. Thus you get more for your ioney—and at the same time you are doing your it to improve world conditions y lending a helping hand to our eighbors around the world.



onversation Pieces From Abroad

Our representatives abroad are onstantly searching for the best ems and the biggest bargains available. They not nly attend the great international fairs and exhi-itions, but they travel the highways and byways f foreign lands to discover the unique, the un-suai, the beautiful articles which are destined to ecome conversation pieces when worn, displayed r used in America.

A GIFT FROM ABROAD—WITH OUR COMPLIMENTS —TO EVERY NEW MEMBER

Read the fascinating story of the Around-the-World Shoppers Club. Then, if you decide to join you will receive a delightful GIFT with our compliments from a foreign country to welcome you to membership! We cannot describe this gift now, because in our contacts with world markets we frequently uncover small lots of interesting items—a few of one kind, a few of another, and so on. Your gift will be selected from one of these fortunate purchases. Now read the story of the club—and mail the coupon while the best of our complimentary gifts are available.



A Thrilling Surprise Each Month

With each package will come the fascinating story of the origin and significance of the article you receive—adding glamour to each shipment.

Think of the fun of receiving such exotic "surprise packages" month by month! It is like shopping around the world! That is the thrill of membership in the Around-the-World Shoppers Club. Each month you'll look forward to the arrival of your foreign shipment with eager anticipation. Each month you'll experience the crowning thrill of the treasure-hunter when you open it to see what delightful surprise it has brought.

You Pay Nothing Extra for Membership

It costs nothing to join the Around-the-World Shoppers Club. There are no membership fees or dues. You pay only for the regular monthly selections of merchandise on any of the following plans:



3 Months Membership
(3 consecutive shipments).....$ 6.00

6 Months Membership
(6 consecutive shipments).....$11.00

12 Months Membership
(12 consecutive shipments).....$20.00

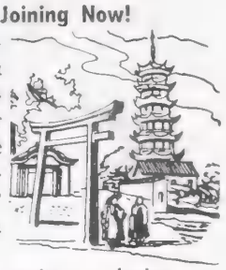
(Note: the U. S. Post Office Dept. charges a service fee of 15c for delivering foreign packages, which is collected by your postman and cannot be prepaid.)



You Can Cancel at Any Time

You may cancel your membership at any time (please give 30 days' notice to allow for transmittal to our foreign office) and the unused portion of your payment will be refunded in full. Even better, if you are not delighted upon receiving your first regular monthly selection, you may keep it *free of charge* along with your surprise gift and receive a full refund of the *total amount paid.*

Extra Reward for Joining Now!



Why not start your membership right now, while you can have an extra SURPRISE GIFT as a reward for promptness, and get the benefit of the really remarkable values now available? You won't want to miss a single shipment!

Use the coupon below or write, enclosing remittance for the membership term desired.

GIVE A MEMBERSHIP TO SOMEONE SPECIAL!

What could make a more interesting and out-of-the-ordinary gift than a membership in the Around-the-World Shoppers Club? Who would imagine that such lovely foreign products cost only $2.00 each in American dollars? Month after month they are delivered to the recipient from abroad to serve as continuing reminders of your thoughtfulness.

AROUND-THE-WORLD SHOPPERS CLUB
Dept. 539, 24 Treat Place, Newark, N. J.

Read What Members Say About The Club:

"I have received my first gift package from Italy —It is a 'thing of beauty which will be a joy forever'! I am looking forward to the surprise packages in the months ahead with eagerness."
—Miss L.M.H., Bogota, N. J.

"I experienced all the delight I originally anticipated when the exquisite flacon from *Paris* was opened today. I have wrapped it up again as it was when I first picked it up so that my husband may have all the thrill I did from opening it—foreign postmarks and all! Thank you so much for this lovely idea. It has been well worth my money just for the pleasure I received today."
—M.L., New Cumberland, Pa.

"I think the idea of bringing the crafts of the world's artists and artisans to us who do not have the opportunity to seek them out for ourselves, is one offering great advantage to all concerned, and with, perhaps, unexpected and indirect results that will make for the accomplishment of decidedly better understanding and relationship between ourselves and our world neighbors."
—Mrs. T.J.McA., Marblehead, Mass.

"I want to take this opportunity to thank you most heartily for the two gifts which have come to me thus far, as a member of the 'Around the World Shoppers Club'. I can assure you they were received with genuine delight, showing exquisite taste in their selection. I am more than pleased and I feel urged to tell you so."
—M.Q., Philadelphia, Pa.

"It is a little gem—Paris personified."
—C.L., Chattanooga, Tenn.

"Just a few days ago I received my 'bonus' gift from Paris. It is exquisite in its delicate detail, and I shall keep it always among my treasures. Please express to your associates how delighted I am with my gift, and tell them that I shall look forward eagerly to the gifts that will be coming during the next twelve months."
—M.L.W., Petersburg, Va.

(Note: All original letters are on file in our office)

Around-the-World Shoppers Club, Dept. 539,
24 Treat Place, Newark 2, N. J.

Please enroll me as a Member and send me my extra SURPRISE GIFT from a foreign country. Also start regular monthly shipments of the club's selection of foreign merchandise, to be shipped direct to me from countries of origin and to continue through the following term of membership:

☐ 3 Months Membership.....$ 6.00
☐ 6 Months Membership.....$11.00
☐ 12 Months Membership.....$20.00

I enclose remittance for $.....

Name.....
(Please Print)

Address.....

City & Zone..... State.....

☐ Do not personalize any items, as I may wish to use them as gifts.

☐ For those items which you will personalize, please use the following initials.....

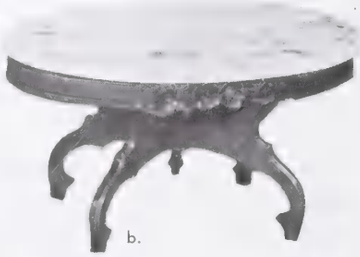
References: Franklin-Washington Trust Co., Newark 2, N. J.

MARBLE TOP COFFEE TABLES

Century old workshops make these heirloom originals of the finest, sturdiest, rose carved Honduras mahogany, topped with the finest Italian Carrara statuary marble.



a. Marble Top Fireside Table, 22 x 41 x 18 high. **$134.00**



b.

b. Our Popular Oval Coffee Table. Top measures 34 x 22", 18" high. **$95.00**



c.

c. Massive Marble Top Coffee Table, 36" in diameter, 18" high. **$195.00**

We pay crating; freight collect.

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SCOOP CRUMBER

An elegant English import for your own table, for a wonderfully "different" gift. Whisks bread crumbs off the table neatly, holds them in deep scoop well. Heavy gauge lacquered brass will stay bright always . . . just wipe to clean. Sculptured handle has ring for hanging. Imaginative decoration for the fireplace wall! 11" long overall.

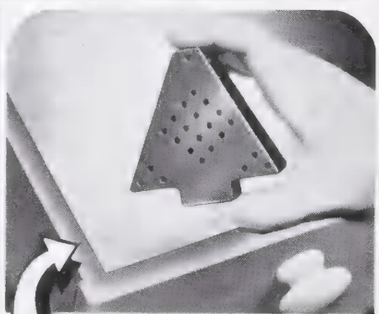
$3.75

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Gilbert & Leonard — Distinctive Accessories

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MAKE ANY DRAWER A "CEDAR CHEST"

Now, inexpensive cedar chest protection . . . only $1 for 4 CEDATREES. More effective than natural cedar wood. One tree will cedarize a dresser drawer, wardrobe, hat box or storage bag. Actually contains twice as much genuine, fragrant cedar oil as the wood itself! Order 4 CEDATREES direct by mail today. *Guaranteed to please or your money back.* $1 *post paid*

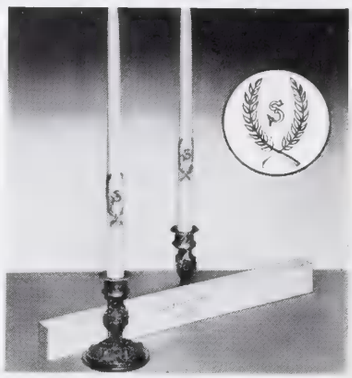
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Hollywood 46, California





WINDOW SHOPPING

CONTINUED FROM PAGE 14



INITIAL CANDLES. Lad Brett candles, perhaps the fine in the world, are handmade i Germany by candlemakers t royalty. Because of the speciall treated wick, they burn hou longer than ordinary candles. Pur white, 12" long, the Germa Gothic initial is made of sterlin silver or 22k gold leaf worke into wax. $2.50 for 4; $4.75 fo 8. Gift-boxed and ppd. Artisa Galleries, Fort Dodge, Iowa.



BUG SHOT GLASSES. A dea fly in the bottom of a glass is ho rible enough to shock your mo incoherent guest into taking th pledge. It's a good way to pa back a practical joker, a goo way to send your mother-in-la packing, a good way to break th ice at a party. Set of six glasse all with fake-but-frightful bug imbedded in the bases. $2.7 postpaid from J. J. Anthony, Bo 402, Milwaukee, Wisconsin.



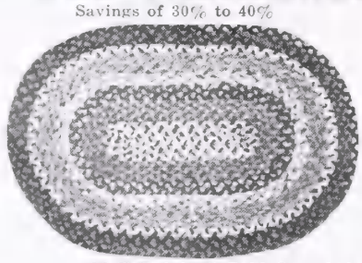
THE SNIPPETY BIRD is silly little cut-up who roosts o your kitchen wall, perched on nest of string that feeds out a you need it. His beak is a pa of scissors. With a gay yello body, blue wings and tail, he $1.35 ppd. You can order hi from Susan Smith, Dundee, Il

(*Continued on page* 19)



OLD FASHIONED BRAIDED RUGS

Savings of 30% to 40%



Authentic Colonial reproductions of handmad patterns. Machine-made of new woolen mat rials—Hit or miss style—Basically red, gree burgundy, etc. Enclose check or money order Money back guarantee.

24" x 36"	$6.75
27" x 48"	8.75
3' x 5'	18.50
4' x 6'	26.90
6' x 9'	62.70
8' x 10'	93.45
9' x 12'	119.50

Ovals to 12' x 15'
Rounds to 12' x 12'

HERIDEENS, Webster 6, Massachusetts

Get Extra Living Space From Every Room!

SAMSON FOLDAWAY FURNITURE

Doubles Your Play Space, Work Space, Dining Space!



Deluxe Five-Piece Set

$49.75

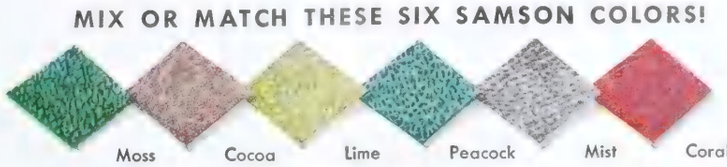
Deluxe Table	$13.95
Matching Chairs, each	8.95
Other Five-Piece Sets, from	33.75
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BEAUTIFUL, COLORFUL and all-around useful — Samson Foldaway Furniture sets up easily, anywhere, in a jiffy. Almost like magic, it doubles the space, comfort and convenience in practically every room — for work, play, hobbies, dining!

Strength To Spare! The legs and frames are made of heavy tubular steel, electrically welded for extra strength. Chair legs are *double* cross-braced. Finish is lustrous, chip-resistant baked enamel.

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MIX OR MATCH THESE SIX SAMSON COLORS!



SHWAYDER BROS., INC., FURNITURE DIVISION, DETROIT 29, MICH.

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In Addition to Folding Furniture for the Home,

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- Chip-Resistant Finish!
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"How To Save Money On Public Seating" is the title of a new booklet that is yours for the asking. See your Samson public seating distributor for special low prices on quantity purchases of Samson Chairs; or write us direct.

SHWAYDER BROS., INC., PUBLIC SEATING DIV. DETROIT 29, MICH.

SEND FOR NEWEST EDITION FAMOUS STARK BRO'S 64-PAGE

LANDSCAPE AND FRUIT TREE COLOR CATALOG FREE





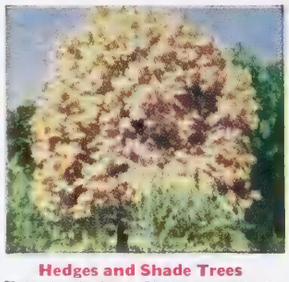
AFTER—Same house landscaped with colorful Stark Shrubs and Trees. Now a gracious and pleasing home.



Stark Glorious Roses
New varieties or old favorites, rose lovers will find them all in the new Stark 64-page catalog—shown in all their colorful, fragrant glory!



Stark Hardy Flowering Shrubs
Color and fragrance from early spring to late fall with glorious Stark Flowering Shrubs around your home. See the amazing hardy selection Stark offers.



Hedges and Shade Trees
Extra hardy Stark Hedges and Shade Trees have long, full root systems for rapid, healthy growth. Add beauty and privacy to your home.

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Exciting New FREE BOOK Tells How to Save Money and Surround Your Home With Nature Colorful Beauty All Spring, Summer and Fall

Just mail the coupon at the bottom of this ad and get ABSOLUTE FREE Giant New 64-page Colorphoto Stark Landscape and Fruit T Catalog—Brand-New 1953 Edition; biggest of its kind! Page after page of natural color photos of beautiful Roses, Flowering Shrubs, lovely Vin colorful Perennials and attractive Hedges and Shade Trees—PLUS wor famous U. S. Patented and Trade-marked FRUIT TREE Varieties develop and grown only by Stark Bro's. New Stark Landscape-Fruit Book inclu valuable Planting Guide—tells WHAT to plant, WHERE to plant, HO to plant for joyful color around your home all year long! Plant Stark Br extra hardy Roses, Vines, Trees and Shrubs and see how *in less than a y* nature transforms even bare and plain home grounds into a show place. St Bro's varieties are world-famous for EXTRA QUALITY, EXTRA VIGO EXTRA BEAUTY! They grow faster, bloom quicker, bear younger and s in bloom longer. Husky, spreading, deep, full Stark root systems mean long Developed and grown by leading horticulturists, Stark Bro's plants and tr embellish your home and actually add hundreds of dollars to its value. Hu —mail coupon NOW for your own copy of this big new Stark Landscape-Fr Book, containing the useful Stark Planning and Planting Guide FRI



DWARF FRUIT TREES and Standard Fruit Trees

Exclusive Trade-Marked and Patented Varieties. Stark U.S. Patented Quadruple-Life sensational New Dwarf Apple Trees give ideal flowering effect . . . often bear in 2 years, bear heavily with finest, biggest fruit. Plant several in tiny backyard "vest pocket" space. The fabulous story of Stark Dwarf and Standard Fruit Trees is pictured in the big New Stark 1953 Colorphoto Catalog—yours FREE. Just mail coupon.

Exclusive New Burbank Horticultural Achievements



America's Wizard of Horticulture, Luther Burbank, asked Stark Bro's to carry on his great work. Only Stark Bro's offer exclusive Burbank New Fruit and Rose Creations including more colorful, hardier Peaches, new Plums, Plumcots and Fuzzless Peaches, larger, long stemmed fragrant Climbing Roses, etc. Extensive Burbank research is carried on constantly at Burbank's Orchards and Stark Bro's vast Nurseries.

137 Years of Experience Your Guarantee

Plant Stark Roses, Flowering Shrubs, Fruit Trees, etc. and you plant the BEST money can buy. Stark Bro's are now in their 137th year—the world's largest and America's oldest nursery—owned and operated today, as for the past 6 generations, by the Stark family. Each Stark order is backed by a *Three-Way Stark Guarantee* of satisfaction to you.

Rush Coupon Today for Your Copy of New Stark Bro's 64-Page Catalog—FREE!

See with your own eyes the breathtaking beauty of Stark Bro's Roses, Vines, Flowering Shrubs, Shade Trees and Flowering Fruit Trees, exactly as they will grow and bloom around your own home! See how you can save money with your own backyard "Vest Pocket" Stark Dwarf Tree Orchard. Learn how Stark Bro's Standard and Dwarf Fruit Trees and Ornamentals boost property values. Get complete Stark Planning and Planting Guide—ALL FREE in the big, brand new 1953 Stark Landscape-Fruit Colorphoto Catalog—A Grand Book Over a Foot Long. Rush Coupon Today.

FREE MAIL THIS COUPON FOR 1953 COLORPHOTO CATALOG

STARK BRO'S NURSERIES & ORCHARDS CO.
Box 4313, Louisiana, MISSOURI HB1-53

Please send me FREE and postpaid your new STARK 1953 COLORPHOTO CATALOG and Planting Guide.

☐ Please also send me your FREE Special Offer on Growing Vegetables.

Name . . . . . .

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☐ CHECK HERE for . . . . . if interested.

IT'S EASY TO PLAN BALANCED, ARTISTIC LANDSCAPING YOURSELF

Even if you don't want to make a hobby of growing things, you and your family will find it sheer joy and a real money saver to plan colorful landscaping for your home grounds—just as an expert would plan it—with the aid of the simple, illustrated directions Stark Bro's send you in this big new book—FREE.

It's easy to plan a simple planting program that will provide glorious blooms from early spring through summer and late fall (no matter where you live)—and nestle your home in a frame of color that will be admired by your neighbors and every passer-by. Each Stark shipment includes complete, detailed planting instructions.

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Box 4313, Town of Louisiana, MISSOU
—Up near the Iowa line—
Largest in World . . . Oldest in Ameri
8 Big Nurseries — East to West

Men and Women Wanted to Sell Stark Trees MAKE MONEY IN SPARE TIME

Turn your spare time into cash! Introduce famous Stark World's Champion Super-Quality Varieties in your locality—easy, pleasant work during evenings, Saturdays, any time. No experience needed. Everyone knows Stark Bro's, World's Largest Nursery, founded 137 years ago. Get big, colorful money-making sales outfit FREE. Shows you how to start earning first day you try. CHECK COUPON and mail today!

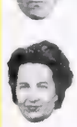
Check Bottom Box if YOU want to Make Spare Time Money!



Teacher Sells Spare Time
John W. Simmons, W. Va., has earned big money spare time during past 21 years selling Stark Trees, Shrubs, etc.



Farmer Sold $516.87 1 Month
John Holdridge, New Y a farmer, finds this both pleasant and profit



Mother of 3 Earns $974.55 in Spare Time
Mrs. Thelma Holman, Idaho, earned $974.55 last season in spare hours. More this year.



Spare Time Earning
J. B. Johnson, N. C., du past 6 years, sold over $7 worth of Stark Br Flowering Shrub, Fruit Vine and Rose orders.



WINDOW SHOPPING

CONTINUED FROM PAGE 16

HOT DOGS! It's been a long time since we've eased our *Window Shopping*-weary feet into anything as delicious as these Alaska Loungers. Made of quilted water-repellent poplin, down inflated throughout, with slipper leather-like soles, they come in desert sand, prairie green, hunter red. For men and women (specify which). Send shoe size. $7.95 ppd. Alaska Sleeping Bag Co., 309 W. Third Ave., Portland, Ore.



GRANDMÈRE AND GRANDPÈRE are beautifully executed Quebec woodcarvings, one by the master craftsmen of the Bourgault School in St. Jean Port Joli. We think they are lovely, worthy of becoming the heirlooms they are destined to be. About 6" high, $6 each, $12 the pair. U. S. Customs Paid. Ppd. Ted Poole Co., Ltd., Box 363, Station "O," Montreal, Canada, 9.



SQUEEZE THE FLASK and it comes exactly one ounce, no more, no less. For a stronger drink, give it a second squeeze and you get a second ounce. Made of polyethylene plastic that is colorless, tasteless and unbreakable, it comes in a finish that looks like metal, holds 13 ounces. Fine for the glove compartment of the car. Gift-boxed in an antique book. $2.50 ppd. Bar Mart, 62 W. 45th St., New York.





FAITHFUL HOUND DOGS

ANDIRONS

This handsome pair of hounds will take very seriously the job of guarding your hearth. Made from a very old pattern, but a new popular size, with adjustable log rests.

18" High and weigh 40 pounds

Solid Brass Dogs $29.95

Cast Iron, black satin finish $19.95

Catalog of other sizes 10 cents. If monogram color collect.

TENNESSEE CHROMIUM PLATING CO.

206 Louise Avenue N Nashville 5, Tennessee

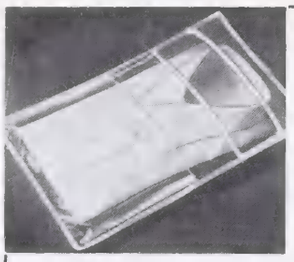
Color Problems are EASY



. . . in flower arrangement, weaving, rug-making, or handicraft work with a Keyes Color Harmony Selector. Automatic finder shows you exactly what colors go with what, as complements, near or split complements, triads, or in analogous harmony. Color definitions on reverse. Direct mail only. $1.00 postpaid in U. S. No C. O. D.'s.

Keyes and Company

1304 Bell Ave., Des Moines 15, Iowa



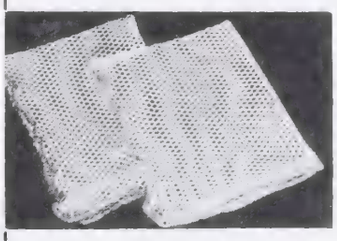
SHIRT-VELOPE

It holds one shirt, blouse or sweater and keeps it laundry-fresh, free from dust and unwrinkled. Made of heavyweight durable clear plastic, the "shirt-velope" is a positive must for the man or woman who travels. (Many men use it to carry an extra shirt in their brief cases for a quick change at the office!) 18" x 11¼". A grand gift for a man. **50c** each—3 for $1.25 postpaid.

"BIG MOUTH" VACUUM BOTTLE



Now those who carry lunch to school or work can have hot stews, vegetables, baked beans—any hot food! They need no longer depend on cold sandwiches. The mouth of this wide mouth vacuum bottle permits spooning out of contents. Eat out of it—drink out of it! Case is of handsome yellow and red polished plastic—inside is a heavy ½ pt. vacuum that will keep solid food or liquid piping hot for hours, or it will keep food cold. Grand for ice cream! $2.00 postpaid



Large Knitted Nylon Scouring Cloths

They scour and polish without scratching! No longer need you endanger the finish of your stainless steel, copper and aluminum utensils, with abrasive powders, steel wool and harmful cleaning compounds. You will be amazed at the way these scouring cloths cut through burned-on grease and grime on pots and pans. Wonderful for cleaning bath tubs, tiled floors, linoleums, etc. Compare their size (15" x 20") with the skimpy cloths offered by other concerns at the same price! Set of two—one bound in red, the other green. Both for only ..... $1.00 ppd.

BLACK & COMPANY, Inc

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$11.95 PAIR $23



Gay Gallic Rooster Lamp in Wrought Iron

Here is modern decorating flair with a provincial flavor. Wondrous wrought iron base and finial in lustrous black, 28" high. Weathervane revolves. Parchment-like tilt shade with three strutting cocks is 15" wide, 8" high. A luxury-lamp, smart in design; special in price—Reg. $17.95 value.

Order by mail—All Helen Gallagher gifts must delight you or money refunded.

Helen Gallagher

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your windshield, and so is the frost, with a quick spray of Saf-Vue, the fabulous de-icing fluid. It turns sleet or frost into slush, which your windshield wiper can quickly clear away for safe driving visibility. In a plastic squeeze bottle, it's a well-spent $1.00. Plastic de-icing blade for scraping off hard ice has gold monogram. 50c.

Sorry, no stamps or c.o.d.'s

Page & Biddle

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*$2.00 PER MONTH PER PLACE SETTING

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Patterns by all the leading manufacturers, Towle, Heirloom, Reed & Barton, Gorham, International, Wallace, etc.

Only $2.00 per month per 8 pc. place setting . . . pay only nationally advertised prices out of pin money. **POSTAGE PREPAID. NO INTEREST. NO CARRY CHARGE.** Select pattern and list number of place settings you want. Fill in application below and return to us.

Prices guaranteed one month from issue date. Each place setting in a flannel roll of MAHOGANY CHEST FREE with 4 or more 6 pc. settings. 1 place setting includes Teaspoon, Luncheon Knife and Fork, Salad Fork, Cream Soup Spoon, Butter Spreader.

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Sterling Club

. . . . . *Enroll me in the Heritage*

Send postpaid _____ place settings in _____ pattern.

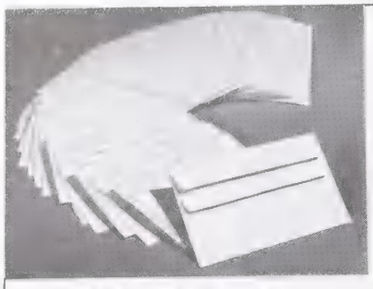
I will pay $2.00 per month per setting.

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Simply put Magic Leaf in the dishpan with detergent, add hot water and your silver (flat and holloware). Every bit of tarnish—even in deeply-etched patterns—is magically removed. No boiling, rubbing or abrasives! Developed by Dow Chemical. Order HK5986 Magic Leaf.

POSTPAID **$1.25**

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There's No Better PROTECTION!

Durable **FIRESTONE** velon stops dirt from ever reaching your lovely upholstery. Provides year-round protection against dust, soot, grease, romping small fry or pampered pets. Keep furniture clean and still let your family use it without keeping after them to "be careful."

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Versatile 4-spot waterer sprinkles foliage or soaks roots only . . . waters separated plants or any shape bed or border. Connects to end of your garden hose. Has two 13 ft.; two 9 ft.; one 7 ft. lengths of small plastic hose and 4 unique brass sprinklers. Puts water exactly where you want it. Light and durable. Choice of red, green or black Koroseal.

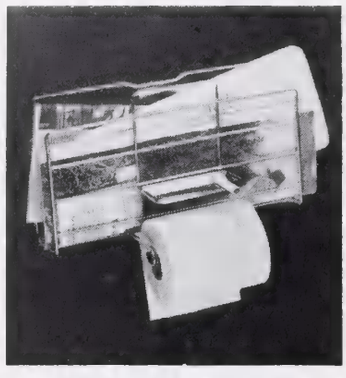
Complete unit, ready to use. **$8.85**

Guaranteed satisfactory. Send check or M.O. and we pay postage.

JONS MANUFACTURING CO.

Dept. J-4, 406 Dantzler St.
St. Matthews, S. C.

WINDOW



YOUR IVORY TOWER rea ing rests in this bathroom mag zine caddy that's combined wi an ash tray and tissue roll holde Of welded steel rods with tripl plated chrome finish, it's 7¾" 12½". Easy to install with a hesive solvent that's include $2.98; without tissue holde $2.79. Postpaid from Meredit Inc., Evanston 24, Ill.



AIR-LITE WINDO SHIELDS are made of Bancr fire-retardent Banflame. Arc d sign pulls fresh air inward fro bottom, expels stale air from to In white, cream, light or dark ecr dark green, dark blue. In 20, 2 26, 29, 32, 35-inch heights, 24 38" wide, $11.50; 39"-42" wid $13.50; 43"-54" wide, $17.5 Add 40¢ post. Lewis & Conge Sixth Ave. at 45th St., New Yor



NICE WEDDING GIFT. Wh the bride and groom dine alon this is what they will use. T well-and-tree platter, silver-plat over copper, is just the right si for two—yet big enough for sm dinner parties. The cover doubl as a vegetable dish. Import from England, 12¾" long, i $14.95 including tax and postag Blum's of Rockville Centre, 95 Park Ave., Rockville Centre, N.



BABY SERVER PLAY AND FEEDING TABL Safest ever! Special features ass baby's safety—convenient for moth Removable top is heat and stain res ant. Safe, telescopic legs—three po tions—adjustable footrest. "Shipboa edges keep food and toys from go overboard. Hardwood frame—non-r sonous. Safety harness included. Rem able plastic cushion—gameboard, cha board. $34.95 ppd. Money back guar tee; please no COD's. Send for il trated folder and free baby gift. Company, Inc., 1438 E. 15th St., Angeles 21, Calif.

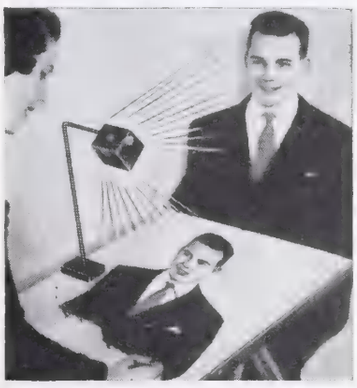
SHOPPING



953 HORSE CALENDAR. lere's a hot tip that should get ou off to a good start for the new ear. The Calendar of Turf hampions features 12 reproducons of famous horses by Allen . Brewer, Jr. Full-color cover is andsome enough to frame. $1.50 ostpaid. Order from The Carol o., Hackettstown, N. J.

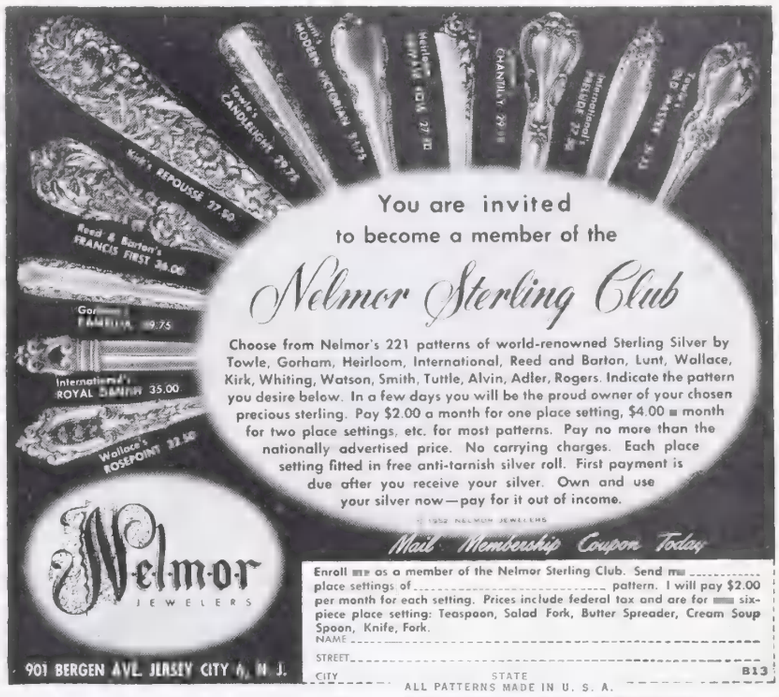


OUR DRAWING POWER ill amaze you when you have ie "Magic Art Reproducer." Just ok through it, and anything you ant to draw is automatically en on your sheet of paper. All ou have to do is follow the lines f the "picture image!" With it ou can draw your family, landcapes, copy other pictures, degns for needle-point, etc. $1.98 pd. Norton Products, Dept. HB, 06 Broadway, New York 7.

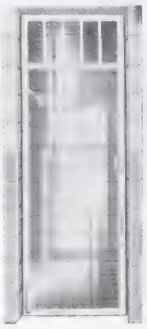


LEARLY A BUY is this und-blown glassware, hand-cut ith your initials. You have a oice of 10-oz. Pilseners, 3-oz. ocktail or wine glasses. For the arking, you may have a 1-, 2-, 3-letter block design; "His and er" initials, or a single Old nglish letter. Set of 8 glasses just $5.95 ppd. American Crysl Co., Box 1302, Rochester, N. Y.





For The Beauty of your home
Glass Shower Doors and Tub Enclosures



Keep your bathroom in perfect harmony with the rest of the house . . . adding practical beauty and convenience.

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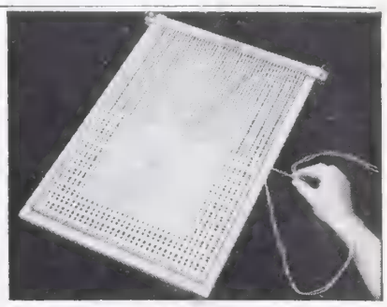
Permanent and inexpensive . . . eliminate constant upkeep and expensive replacement of shower curtains.

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Easy to clean . . . easy to install. Brilliance will last lifetime of your bathroom.

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Weave beautiful stoles, scarfs, placemats with Loomette King portable hand loom. Exclusive Magic Tension Control feature means you can use different kinds of yarn; rayon, linen, metallic . . . all on one pattern! Here is a fascinating useful hobby anyone can learn. Complete instructions included with each loom. $4.95 postpaid. No COD's please. Money back if not delighted. Linen or metallic straw yarns $1 skein. Send 25¢ for new sewing booklet. Albin of California, Room 81, 1401-15 W. 8th Street, Los Angeles 17, Calif.



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OCCASINS
$2.49
for HOMETIME
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Walk with the grace of a ballerina . . . the assurance of an Indian Princess . . . in these comfortable Hollywood moccasins. Custom styled of genuine, suede leather with flexible cowhide soles. Choice of five fashionwise colors: red, golden tan, black, white, green. Sizes 4 to 10 (full sizes only). At this wonderfully low price you will want several pairs. $2.49 ppd. Please, no COD's. Cal-Leather Co., Room 61-B, 963 Harrison St., San Francisco 7, Calif.



CREATE A CHINA DOLL with a JENNIE JUNE KIT!

14½"

You'll love old-fashioned Jennie June. Her face and hair are *handpainted* with china paint, baked on!

Kit—with china head, arms and feet, directions for making doll and clothes **$2.70**

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Hair colors: black, brown, blonde, red, gray
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Down Comforts Beautifully RE-COVERED

. . . in exquisite down-proof satins, taffetas, sateens. Wool Comforts Re-Covered Too.

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A Triple Action Tonic for Marred Furniture

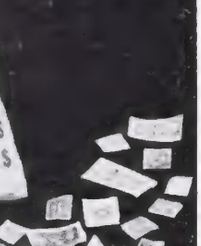
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by Jackson of London

REMOVES stubborn surface spots
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Consumer tested and accepted for over 12 years
Use "Patina" Jackson of London English Type Wax (Paste)
A decorator's polish to restore and retain the patine of precious pieces. For all wood and finished leather. Regular dark for dark surfaces. Special BLOND for light surfaces. **$1.25** jar; **$1.75** double size.



Plus postage. *Sorry, no C.O.D.*

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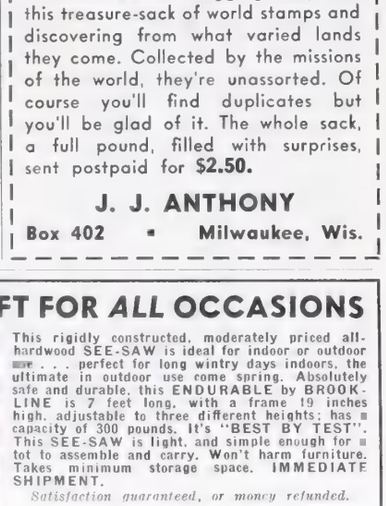
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IT'S NEW! THE IDEAL GIFT FOR *ALL* OCCASIONS



This rigidly constructed, moderately priced all-hardwood SEE-SAW is ideal for indoor or outdoor use . . . perfect for long wintry days indoors, the ultimate in outdoor use come spring. Absolutely safe and durable, this ENDURABLE by BROOKLINE is 7 feet long, with a frame 19 inches high, adjustable to three different heights; has a capacity of 300 pounds. It's "BEST BY TEST". This SEE-SAW is light, and simple enough for a tot to assemble and carry. Won't harm furniture. Takes minimum storage space. IMMEDIATE SHIPMENT.

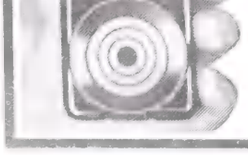
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Really Works—Small as a Package of Cigarettes!



Weighs only a few ounces! FITS IN ANY POCKET OR PURSE—GETS LOCAL RADIO STATIONS WITH CLEAR BELL-LIKE TONE—NO STATIC OR INTERFERENCE! NEEDS NO TUBES, BATTERIES OR COMPLICATED HOOKUPS! NO AC PLUG INS! Nothing to wear out or cause trouble. Thousands of users—some report years of service—no cost for upkeep. Uses new crystal sound unit. HI Q unit. SELF-CONTAINED SPEAKER PHONE. Just the fun radio to take with you ANYWHERE YOU GO—ON TRIPS, VISITING TO CAMP, FARM, ETC.—for real fun and entertainment ANYTIME!

SEND ONLY $1.00 (bill, ck, mo) and pay postman $3.99 C.O.D. postage or send $4.99 for fast delivery. COMPLETE READY TO LISTEN with 25' LONG DISTANCE AERIAL KIT given if you order now. GUARANTEED TO WORK—wonderful gifts for all boys and girls. Send coupon or mail from:

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WINDOW



THE BURNING QUESTION these days is how to keep your fire well-fed without ruining your sacroiliac or your clothes by toting logs from wood pile to hearth. A canvas log carrier is the answer. Even a slip of a woman can manage a stevedore-load by holding the dowel handles suitcase fashion. And a pin-striped man won't get out of press. $2.50 ppd. Foster House, 15 Cole Court, Princeville, Illinois.



PATCH-PAK is a new all-purpose repair kit that should keep the carpenter, the plumber, the handy man away from your door! Three bottles, formulated by a wizard repair man, together with metal discs, tape and canvas patches will mend everything from china to the rip in your convertible top, will seal leaks in a garden hose or a gas tank. $1.95 ppd. Malcolm's, 524 N. Charles St., Baltimore, Md.



ADMITTED TO THE BAR is this handsome stool. It made such a hit on HOUSE BEAUTIFUL's cover several months ago that the demand was almost too much to cope with. Wonderful, too, for a kitchen breakfast counter. Made of maple with a hand-rubbed natural, antiqued, or cherry finish, seat is 30½" high. $29.50 ppd. No c.o.d.'s. Cape Anne Originals, Box 78538, Los Angeles 16, Cal.

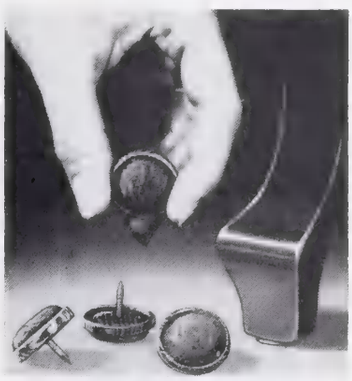
LESTOIL is a wizard detergent containing cleaning materials that dissolve and remove in water grease, oil, lipstick, chocolate, etc., which only dry cleaning fluids remove. It also contains pure, mild soap to wash away ordinary soil. Try it on everything from your laciest lingerie and your finest crystal to your rugs, woodwork, and white wall tires. 1 gal. can, $3 ppd. Adell Chemical Co., Holyoke, Mass.

HOUSE PERFUME. What perfume does for a woman, it does for her house—even more so! One spoonful in the porous Rosette or Clover wall container will keep a room fresh as April for a week, a closet longer. Twenty scents include Mountain Pine, Sandalwood, and such delicious florafragrances as Carnation, Rose, etc. Wall container with 2-oz. bottle, $1.25 ppd. Fragrantaire Co., 118 E. 28th St., New York 16.

SHOPPING



VELVA GLIDES are ingenious little furniture cushions that protect floors from scratches. They're small enough for table TV models and radios, husky enough to keep your biggest chair from gouging the floor. Strong steel base has a rug-wool cushion. Just drive nail point into any furniture that doesn't have caster sockets. $1 for 16 ppd. Walter Drake, Drake Building, Colorado Springs, Colo.

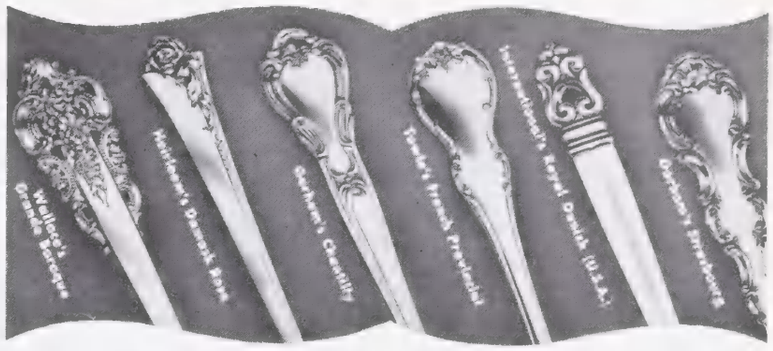


PRETTY PITCHER for an elegant wall decoration is this Early-American Lavabo Planter Lamp. The ironstone pitcher and basin, glazed in pure white, are removable for planting. Hand-rubbed pine plaque is 20" x 11¼". Shantung shade comes in forest green or antique gold. Pitcher faces left or right for use in pairs. $15 each; $29 the pair. Ppd. Ward Phillips Company, 9 E. Main St., Dundee, Illinois.



NOW IT CAN BE TOLE, and its price is as nice as its design. A magazine rack of black toleware has a baked enamel finish, is hand-painted with a gay floral splash. Post it beside your desk, or in the guest room, piled with assorted sizes of reading matter. 15" x 12" x 10½", it's $4.95 plus 50¢ post. Homecrafts, Inc., Dept. HB, 799 Broadway, N. Y. C.





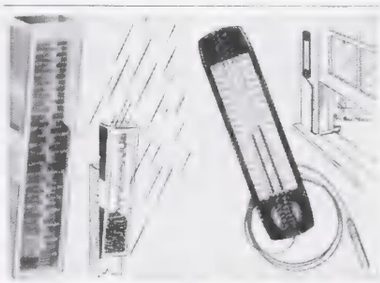
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No. of settings____
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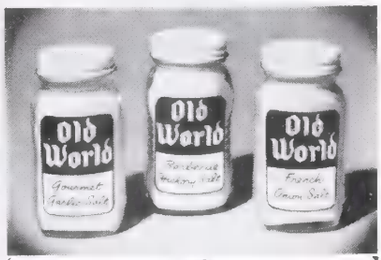




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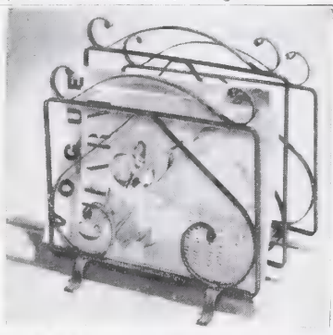
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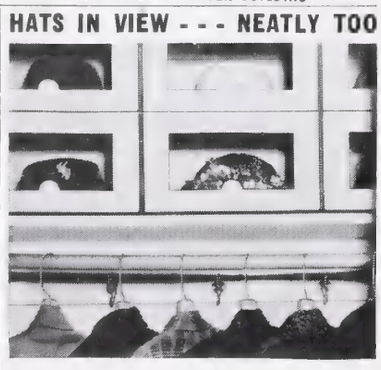
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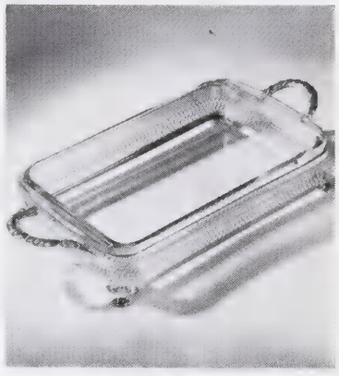
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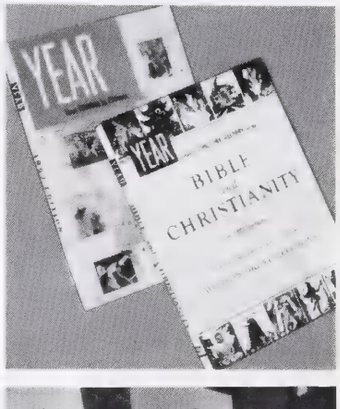
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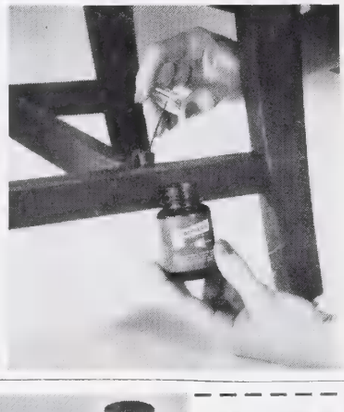
WINDOW



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Overall dia. approx. 6" more

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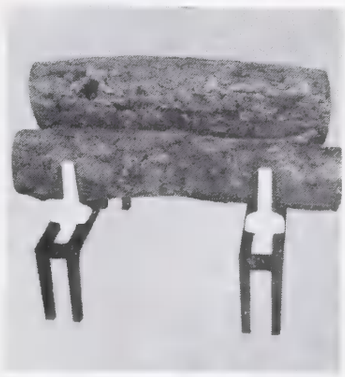
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(A)



(B)



(D)

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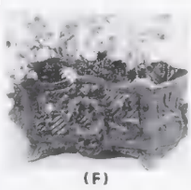
(C)

(C) SWINGING WALL BRACKET #15. Cast Aluminum. 12" high. 16" wide. White or Antique Green. **$5.50. Hanging urn for flowers,** 10" diameter, 5½" deep. Aluminum, is **$4.50.**



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(E)



(F)

(E) WALL SHELF #18. 13" high. Shelf is 9" wide x 5" deep. Cast Aluminum. White or Antique Green. **$2.75 ea.**

(G)



(H)



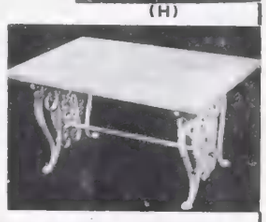
(I)

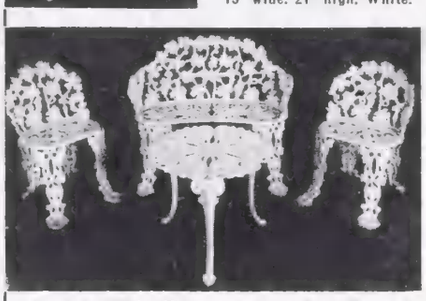
(F) FLOWER URN #106. 14" long, 5" wide, 5½" deep. Cast Aluminum. White or Antique Green. **$5.75**

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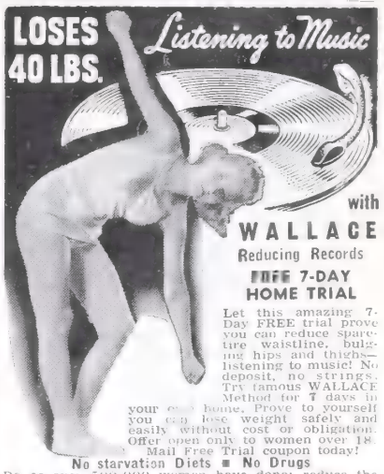
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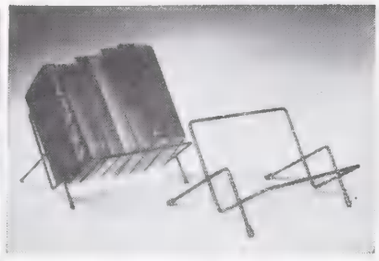
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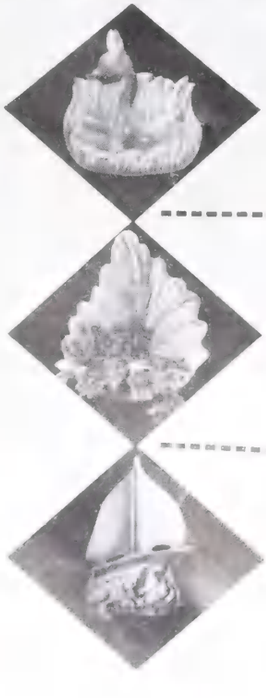
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WINDOW



YOUR DESK IN 1953 will be the operating base for many New Year's resolutions. So see that it is well organized, a pleasant place to pay bills, to write thank-you notes. A black tole holder for pencils, rubber bands, paper clips, etc., is hand-painted with a Hitchcock fruit design and the cylindrical shape is very distinguished. $5.35 ppd. Add 35¢ W. of Miss. Gilbert & Leonard, Miracle Mile, Manhasset, N. Y.



ONCE UPON A TIME, when grandmother was a little girl, and the bedtime story was over, this candle table stood beside her bed and held the candle that lit her way upstairs. Now, it's at home in any room, holding a vase of daisies, a small lamp, a radio, or the latest novel. It's fine mellow pine, 22½" high and 14" in diameter. $10.95 each; $21 the pair ppd. Helen Gallagher, 413 Fulton St., Peoria 2, Ill.



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A BEAUTIFUL BRIDE DOLL . . .
She TURNS—DANCES as MUSIC BOX plays!

You'll thrill to the breathtaking beauty of *Musical Bride Doll*. She wears exquisite bridal gown of satin, net, lace . . . has real hair, closes eyes to sleep. *Unbreakable*. Stands 8" tall and plays "Brides March" on *genuine Swiss Music Box*. This unequalled gift guarantees longtime pleasure to children & adults. *Ideal centerpiece for weddings, showers*. Sent on approval only $5.95 ppd. Cash refund if not thrilled. ORDER TODAY!

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SHOPPING



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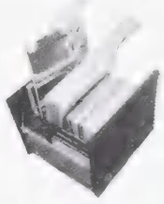
WONDERFUL ONES, to make your salad look as marvelous as it tastes, are these distinguished servers with Heirloom sterling-silver handles in the Stanton Hall pattern. The business-like part of the servers is made of black nylon, stronger than wood, and absolutely impervious to salad oils, garlic, condiments. $15 the pair incl. tax and post. Nelmor, 901 Bergen Ave., Jersey City, N. J.



PHONOGRAPH RECORD STORAGE

in beautifully finished cabinets. These functional pieces serve as end tables, lamp tables, room dividers. Unusual effects achieved by stacking cabinets one on top of another. (Legs are removable.) Easily adjusted for 7", 10" & 12" records. One cabinet (pair is illustrated) holds up to 300 single 45's, or 65 LP's with 50—45's. Other arrangements accomplished by movable partitions in drawer. Built in counterweight prevents cabinet from tilting when loaded drawer is extended. Sturdily constructed of finest hardwoods. Select birch veneer exterior. Finished back. Top 18x18, 27" high. Exquisite Jet Black pair as illustrated, $105.40 ($52.70 each); Ecru or Autumn Brown (matches Sheraton mahogany) $49.95 each. Shipping weight 70#. Freight or express charges collect. No C.O.D.'s please.





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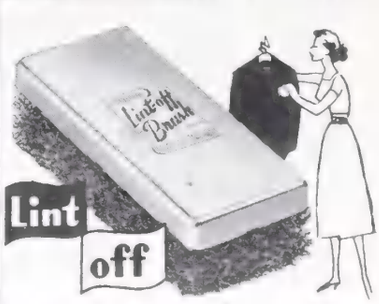


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"Three Flowers" 26" x 38" — **KIT**

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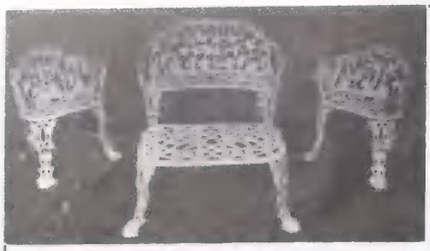
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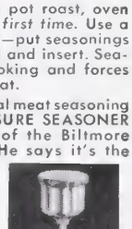


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Trash Disposal Unit Burns Refuse Safely



A new type outdoor dispose-all unit safely, quickly burns trash and garbage in any weather. Damp, green, dry refuse is fully consumed. Scientific draft design eliminates fire hazard of flying ash, sparks—minimizes smoke, smell. Nothing to get out of order. Needs no watching. Ends refuse hauling and fire hazards to quickly pay for itself. Measures 20" sq. at base by 34" high. 2 bu. cap. Sturdily built. New hinged top with handle. Recommended by Bureaus of Fire Prevention. Full price Model E **$12.95** postpaid. Money back guarantee.

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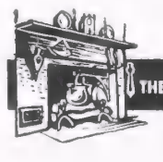
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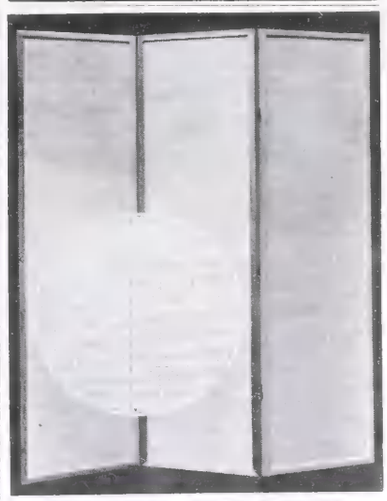
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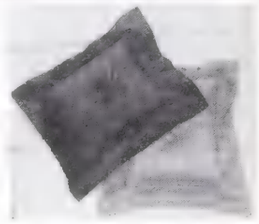
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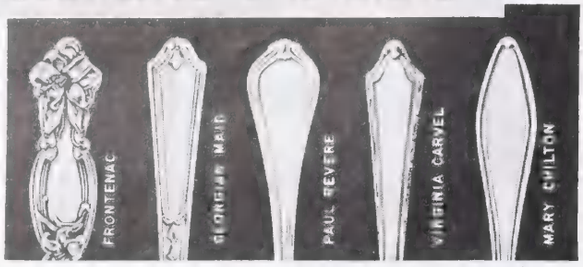
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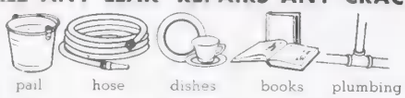
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with the gayest andirons that ever played a supporting role for a log fire. Shaped like 1/8th musical notes. They are 18" tall with 14" burning iron and weigh 17 pounds.

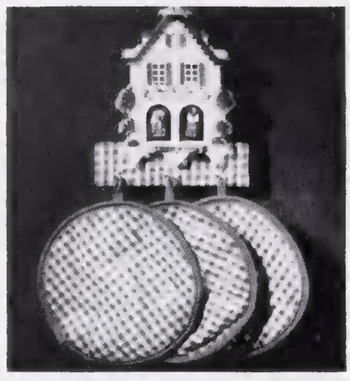
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WINDOW



WHEN THE WITCH COMES OUT of the Weatherhouse, you can look forward to bad weather. But when Hansel and Gretel come out, put away your umbrella and expect sunny skies. Hand-painted plastic weather predictor hangs on your kitchen wall and doubles as a fascinating pot holder. Complete with three bright red pot holders, $1.98 ppd. Salt and Pepper Shop, 445 E. 86th Street, New York 28, N. Y.



FLOOR SHOW. Carabao Sisal Hemp rugs from Holland vacuum easily, are washable, and they wear and wear and wear. Woven in a seamless square pattern in colorfast gray, beige, yellow, green, cocoa, off-white. 6′ x 9′ rug is $27.50; 8′ x 10′, $38.50; 9′ x 12′, $52.50; 9′ x 15′, $62.50; 10′ x 14′, $67.50 ppd. Send for free color photo and swatches. Special Products Co., 950 Columbus, Dept. X2, San Francisco 11.



IT'S A BEAUTY. A solid Honduras mahogany commode is a proud possession. Use a pair to flank a sofa or a fireplace. Use one as a bedside table or a sewing cabinet. Four drawers have antiqued brass-finish pulls. 17" x 15" x 30" high, it comes in a traditional mahogany finish, or in a lighter honey-color brown. $41.75 each; $80 the pair. Ppd. The Furniture Shop, Dept. 46, Box 188, Jonestown, Miss.

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$7.95

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Sorry, no C.O.D.'s

Edna Nelkin Giftware
1487 East 26th St., Dept. B, Brooklyn 10, N.Y.

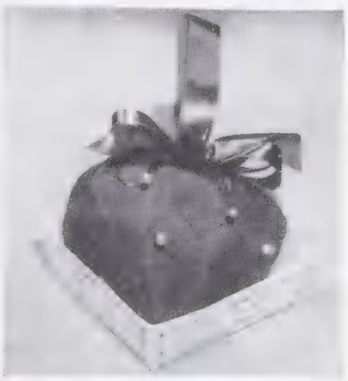
INFORMATION, PLEASE . . .

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SHOPPING



SPICY AND TO THE POINT is this great big luscious-looking strawberry pincushion that is filled with a herb-scented sachet. Bright red quilted satin with green ribbon "leaves," it's a perfect Valentine or shower present. Even the strawberry gift box is gay, inscribed with ". . . Needles & Pins, When a Man Marries, His Trouble Begins." $2.25 ppd. No c.o.d.'s, Elron Products, 219 W. Chicago Ave., Chicago 10.



LIGHTWEIGHT CHAMP is an all-nylon carrying bag that comes from the Mediterranean shores. It weighs only ¼ of an ounce and tucks into your change purse. Yet it opens into a full-size shopping bag that will hold super-market packages, school books, laundry. It's hand-knotted, comes in a carrying envelope. $1 each. $2.50 for 3. Ppd. Distant Horizons, Dept. HB-1, 2 Lenox Avenue, Mount Vernon, N. Y.



GREEN-UP TIME will be all year-round if you tend your plants with this graceful watering pot. Made of gleaming brass, the handle is beautifully balanced, and the long spout gets under foliage or blooms with gentle efficiency. Or try filling it with purple, white, and rusty pompons. 1-qt. size, 6½" high, $6 plus 35¢ postage. Lafayette Gifts, 112 9th St., Wood Ridge, N. J.



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THIN LEGS!

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Just deposit $1.98 plus postage with postman on delivery (in plain wrapper) of the "Shapely Legs Home Method." Or send only $1.98 with order and we pay postage. You must see satisfactory results, or return course and your money will be refunded.

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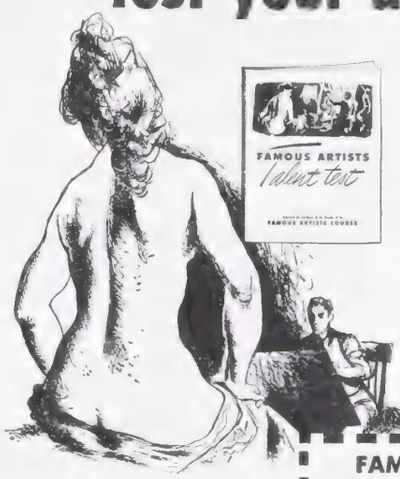
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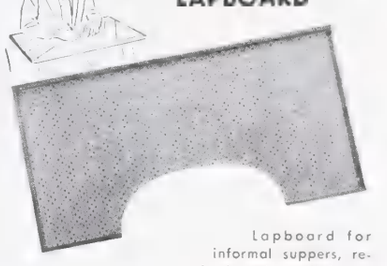
AMERICA'S 12 MOST FAMOUS ARTISTS CREATED THIS FASCINATING TEST.

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Stevan Dohanos	Robert Fawcett
Harold Von Schmidt	Austin Briggs
Peter Helck	John Atherton
Fred Ludekens	Albert Dorne

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Street.....
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Lapboard for informal suppers, refreshments, solitaire or homework is covered in Saratoga trunk documentary wall paper, bordered with solid cherry rim in light natural cherry finish.

32½ x 17 inches. Postpaid (single). . . **$4.10**
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Send 25c for our 80-page "Quaint American" Catalog Just back from the printer

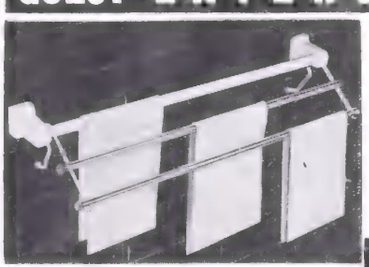
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Now, do a professional sewing job at home in half the time. Sew a beautiful, invisible blind-stitch hem without rethreading. Magic Stitcher holds a complete spool of thread. Do hemming, tailor-tacking, applique, basting, shirring, smocking. Uses regular or elastic thread. Light (1 oz.), fits palm of your hand. Instructions included. $2.95 postpaid (please, no COD's). Money back if not delighted. Send 25¢ for booklet on sewing hints. Write Albin of California, Room 21, 1401-15 West 8th St., Los Angeles 17, Calif.

GUEST E-X-T-E-N-S-I-O-N TOWEL RACK



TRIPLE YOUR TOWEL SPACE!

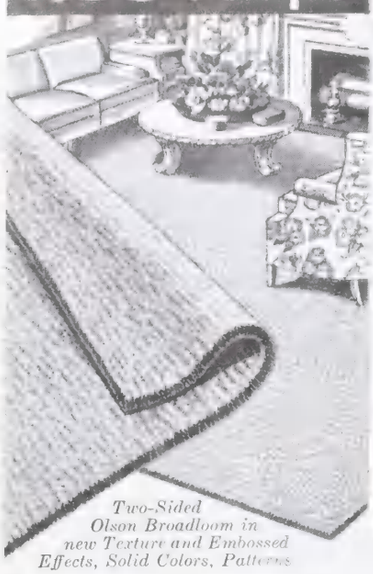
Every bathroom needs the extra towel space provided by this wonderfully efficient towel rack. Just hang it on your own rack—round or square—no screws or bolts. Brilliant Chromium plate on solid brass—no polishing. Adjustable 15" to 25" long. Will last a lifetime. Money-back guarantee. Single bar extension. $2.75 Ppd. **$4.50** POST-PAID

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A most appreciated Gift 1-53

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Two-Sided Olson Broadloom in new Texture and Embossed Effects, Solid Colors, Patterns

Lovelier Rugs for Less Money

direct from Factory to you!

Over 3 Million Women have made the thrilling discovery that the wool and other material in their discarded rugs, clothing, etc., is valuable and can be reclaimed, shredded, sterilized, merged (the old colors bleached), then carded, respun, redyed and rewoven into beautiful new, deep-textured, Reversible Broadloom Rugs "fine enough for any home."

You, too, can get luxurious new rugs at *Savings up to Half* by sending your worn materials to the Olson Factory.

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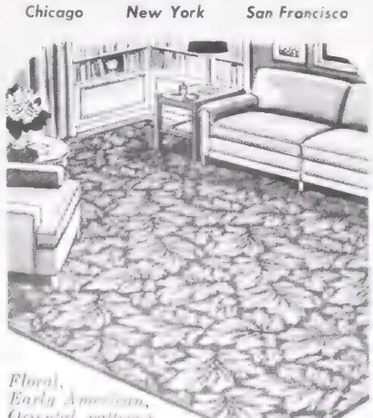
Why pay for costly wool when you have more material than you realize?

We Promise a Pleasant Surprise. If you do not say "loveliest rugs I ever had for so little money," your money will be refunded without question.

Choice of 52 up-to-date colors, patterns regardless of colors in your materials. Any size to 16 ft. seamless, any length.

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Free Services

for music lovers

If you are interested in learning to play an instrument, helping your children with music, organizing a musical organization of any type or working for more musical instruction in your local schools, there are several organizations ready to help you without charge. They include:

American Music Conference, 332 South Michigan Avenue, Chicago 4, Illinois—a public-service organization devoted to expanding opportunities for musical activity by all people. AMC works in the fields of music for school children, industrial music, recreational music, community music organizations, church music and other areas in which amateurs participate. It has a field staff that works locally with various organizations, a wide range of literature, a series of full-color sound slidefilms and an information service.

American Symphony Orchestra League, P. O. Box 164, Charleston, West Virginia, a public-service organization devoted to aiding amateur symphony orchestras and aiding in the formation of additional orchestras. It recently published a book: "The Community Symphony Orchestra—How to Organize and Develop It."

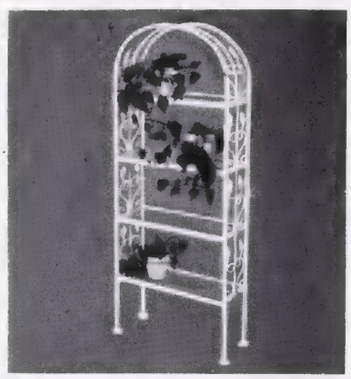
Music Educators National Conference, 64 East Jackson Boulevard, Chicago 4, Illinois, an organization of school music teachers. MENC has a number of divisions that deal with various aspects of music education; publishes the monthly *Music Educators Journal;* and has a series of publications on music in the schools.

National Association of Music Merchants, 28 East Jackson Boulevard, Chicago 4, Illinois, representing music retailers in cities all over the United States. These stores carry a wide range of musical merchandise and are staffed with experts who can be helpful in selecting an instrument or equipment, finding a good teacher and helping to organize musical organizations.

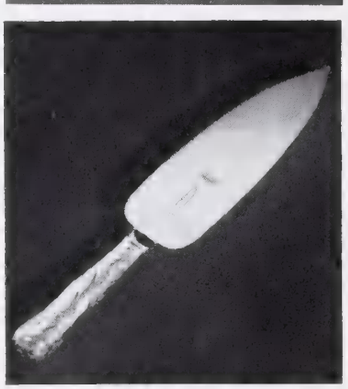
Member dealers of the Association display the NAMM seal on their door or window.



WINDOW SHOPPING



JUNE IN JANUARY. What do you care if the weather outside is frightful. Inside, your room is warm with firelight and decoratively arresting with trailing ivy, dramatized against this wrought-iron arch stand. Use a pair to divide living and dining areas. White or antique green with leaf and scroll design. 50" high; 4 glass shelves, 20" x 7½"; $22.50 f.o.b. Iron Art, Inc., 2507 7th Ave. S., Birmingham, Ala.



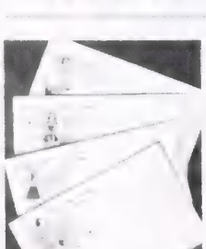
SERVE THE PIE with the grand flourish that your favorite recipe deserves. And use this beautiful server that comes from England's silversmiths. Sterling handle pattern is "Devon Rose," beautiful enough to go with any pattern you already have. The stainless steel blade has a serrated edge and the server is 10" over all. $3.95 incl. tax and post. Edna Nelkin Giftware, 1487 E. 26th St., Brooklyn 10, N. Y.



HOME FIRE FIGHTER, a highly effective extinguisher. With a press of the trigger, carbon dioxide clouds go deep into the flames and kill the fire in seconds, regardless of the source of the burning. Non-toxic, harmless to upholstery and fabrics, approved and guaranteed. With clip for hanging, $19.95 ppd. No c.o.d.'s. Home Guard Industries, Box 3630, Merchandise Mart Station, Chicago 54, Illinois.



TAMALE-ETTES are the hottest things to hit the cocktail hour since the Mexicans got hepped to pepper. In the gay gift carton come two cans of tiny, delicious 2-bite-size chicken tamales, each wrapped in a husk of corn; one ceramic party rooster to hold the colored hors d'oeuvre picks, and your personal card. An unusual *muchas gratias* present for $4.95 ppd. Tamale-ette Corp., Gainesville, Texas.



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AS CONVENIENT AS A POST CARD

Delightfully designed, beautifully printed correspondence cards with the address space on the reverse side—as personal as a letter, as convenient as a post card. No envelope needed—take 2¢ postage. Rich colors on crisp white card stock. You'll use them and bless them for invitations, personal greeting cards, thank-you notes, other correspondence—and they're perfect for prizes and gifts. You get the 4 different designs shown, in sets of 12 cards each, gift boxed.

ONLY $1.25 POSTPAID

3 boxes for $3.00 postpaid

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Colorado Crafts P.O. Box 371-212, Colorado Springs, Colo.

PANTRY SHELF NEWS

CONTINUED FROM PAGE 11

bits; delicious spread "as is" on melba toast for canapé use. Combined with white sauce, it gives interesting verve to broccoli, asparagus, string beans. Superb on boiled tongue or beef, and for sliced chicken sandwiches.

Two jars of the sauce (6¼ ounce) can be had for $1.75 postpaid, from Lucy Ann Gray, P.O. Box 510, Alexandria, Virginia.

Vendome's Duck Bigarde, braised sweetbreads, curried chicken with rice, and whole squab with wild-rice dressing are an epicurean pantry-shelf quartet recently introduced. All are superbly prepared. The duck is boneless, dressed with a luscious gravy that combines currant jelly, oranges, sherry. The squab is an exceptionally meaty variety, and burgundy richly flavors its brown gravy. The beef sweetbreads are butter-tender, augmented with a delicious meat-stock gravy. A half chicken, firm as can be, is supplied in the curried concoction. Two persons can be served by the contents of the 21-ounce cans. The price per can in the order named above is $4.55, $2.75, $2.95, $2.95 (plus postage). Vendome's address is 415 Madison Ave., New York.

The most scrumptious caramel popcorn I've ever eaten was sent to me for consideration a few weeks ago. Usually, I don't get into confections, but this one was too good to turn aside; besides, the imminence of the holiday season warranted this detour.

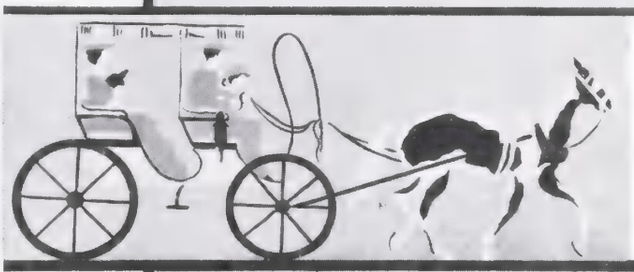
Everyone exclaimed over the amazingly airy texture of the popped kernels, and each and every kernel in the giant can was full-blown. The caramelizing is done with creamery butter and brown sugar; wonderfully crisp, yet without brittleness. The air-tight can contains 2½ pounds of the delicious morsels. Plenty for a gang, and unless you want to be formal, it can be passed around right in the container. The Caramel Corn Shop tells me that servicemen in Europe and Korea who've received the corn quickly S.O.S. for replacements. The cost, postpaid, is $2.50 for domestic shipments, $3.50 for foreign mailings. Address is The Caramel Corn Shop, 75 South Grove Ave., Elgin, Illinois.

For Contemporary Smartness

COLONIAL *Modern*

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Ask to see Stockwell's new line of sophisticated wallpapers with matching fabrics...21 delightful patterns and two scenics, each nostalgic of the past...but designed for *today's* decorating by Virginia Hamill. At better dealers from coast to coast after January first.



C. W. Stockwell Co.

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108-inch sofa with built-in formica topped lamp table

THE RIVIERA designed by forest wilson

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Automobiles Forbidden

Entry Forbidden



Gully Across Road

HOW TO LEAVE HOME *and like it*

By Louisa M. Comstock



Unprotected Level Crossing

Maximum Speed





One Way

International Road Signs



Passing Forbidden

Europe is so attractive to the motorist these days that the main thing to remember is to start planning early. This is important if you mean to drive your own car and must beat the crowds for trans-Atlantic shipping space. But it is also important even if you will rent a car in Europe, in which case you will need to choose most advantageously from a vast assortment of makes, models, and rental plans. Or you may buy a car there and resell it just before you return—a happy thought, but only if you make sure beforehand that you really can resell when you need to. Take counsel with the following: AAA (if you're a member), Esso Touring Service, Pacific Motor Sales, British American Tours—all in New York City. National Car Rental System, St. Louis; Avis Rent-a-Car System, Detroit; Hertz Driv-Ur-Self System, Chicago.

To drive your own car in Europe involves no less than five official documents, arrangements as varied as the selection of a route and proper insurance, and such unaccustomed details as providing your own road maps and translating meters into miles and litres into gallons. Not that Europe means to confuse the motorist. She has, in fact, gone far to provide good roads and accommodations, efficient service. For so diverse an area, traffic regulations and highway signs are amazingly well standardized, and in cities like London, where you still must drive on the left-hand side of the street, pavement markers thoughtfully tell the uninitiated when to look left and when right. The fact that gasoline is more expensive and less powerful than ours is (*Continued on page* 106)

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, or hotels.



End table for contemporary setting, many, many uses. $82.50



Large enough for a buffet supper! $91.00

WILLETT FINE *Upholstered* FURNITURE



Shaker-origin arm chair. $43.00





Foam-cushioned barrel chair. $234.50



Simple and sturdy secretary with dovetailed base. $303.00

Lancaster County Wedding

DEEP-SEATED COMFORT WITH NEW, CONTEMPORARY SOLID MAPLE FURNITURE

"*Something old, something new . . .*" Introducing Pennsylvania Dutch tradition in today's dress—lovably wedded to more-comfortable-than-ever Willett foam-filled upholstered furniture. This subtle swing to simple lines will intrigue young moderns. It's a homey, completely livable combination with natural American charm. Just note the pegged and dovetailed construction! And it is up-to-date, glowingly new as its honey hue...with a beautiful, long-lasting wax finish from the patient hands of craftsmen who love what they build—as you will. You can collect Willett by the piece, set or room. All pieces are open stock; dealers can order any one for you. (The furniture shown in this room can be purchased for approximately $956.00*.)

America's largest maker of solid maple and cherry furniture for living room, dining room and bedroom.



Luxurious loveseat—beauty as well as comfort. $335.50

CONSIDER H. WILLETT, INC., LOUISVILLE 11, KENTUCKY

*Prices F. O. B. Louisville

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the ultimate in luxury percales...
so soft, so smooth, yet so faithfully long-wearing.
Regardless of price, you can buy nothing finer.
At Marshall Field & Company
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& Co., Inc. Stevens Bldg.,
Broadway at 41st St.,
New York 36, N.Y.

Resort-and-summer town dress by Jerry Greenwald; of striped cotton, a Stevens fabric.

STEVENS UTICA BEAUTICALE SHEETS

Fine Combed... Fine Count Percale

The Expanding World of your living room

The walls of today's home are as wide as the world. You can savor the earth and the fullness thereof from a seat in your living room—if you would learn how. You can see and you can hear the greatest of artists, but, greatest of all, you can give voice to yourself

By Joseph A. Barry

The pessimists have had their long-winded say. According to them, radio has reduced all Americans (but themselves) to a twelve-year-old mentality and TV is keeping us there. Be-bop and chewing gum have presumably replaced Mozart and conversation. We have become, they lament with melancholy delight, a race of videots, cinemaniacs, and baseball fanatics.

The pessimists are wrong. And there is no real argument any more, because the facts are in. (A fact is that which, when introduced into an argument, ends it.) The pessimists are provincial snobs who have lost contact—if they ever had it—with the people of this country. They simply don't know America.

Americans are creating a cultural revolution that may be compared with the Renaissance in its explosiveness. We are expanding not only the world of our own homes, but the whole conception of our lives on earth. Our pursuit of culture is in the finest tradition of personal development and creative participation.

But enough of the generalities—true as they are. Here are the facts, presented by Fenton B. Turck in *The Scientific Monthly:*

1. We spent more money going to classical (*Please turn the page*)

The Expanding World of your living room *continued*

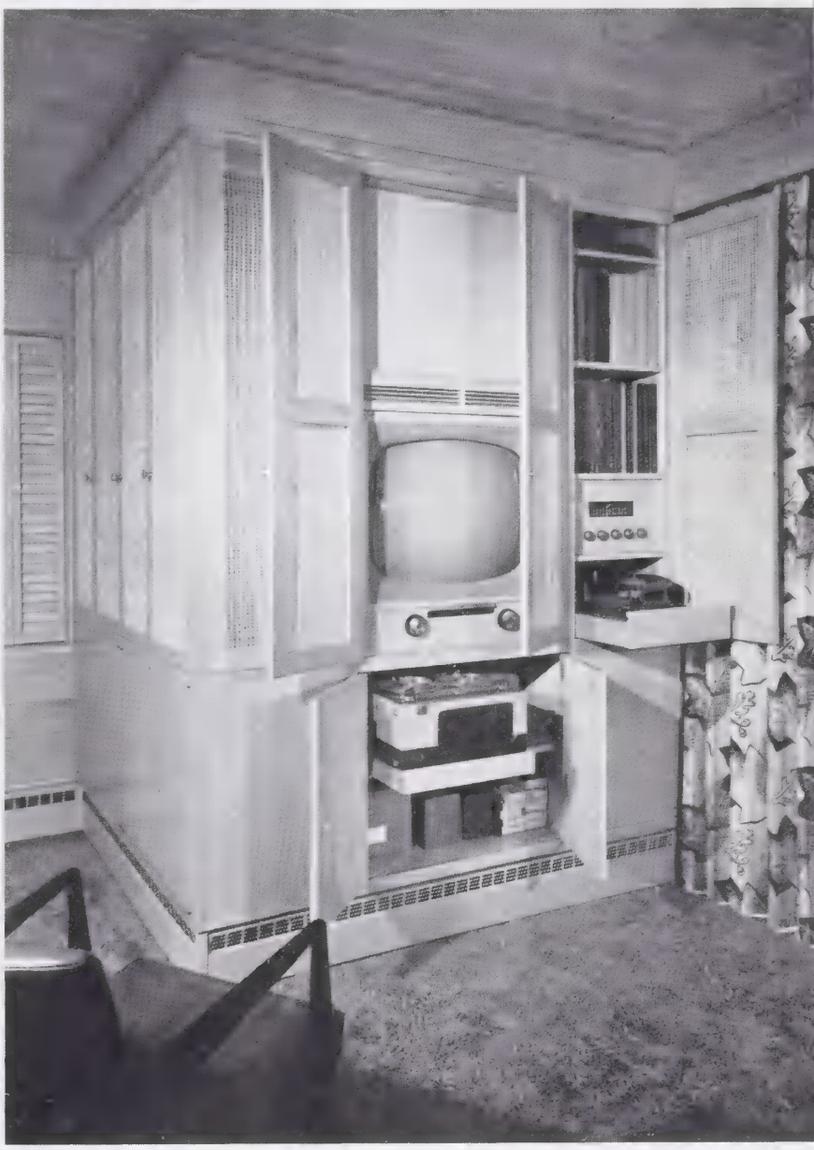
A second home adds a movie projector and so broadens its personal pursuit of fun and culture



Here a sun porch was remodeled into a den for year-round use as a home entertainment center. The corner cabinet compactly houses not only the movie screen and projector but also a radio-phonograph, tape-recorder, TV set, reels and records, and a generous-size bar. See opposite page for details. Projector is a Bell & Howell "Filmo."

music concerts than to baseball games last year.
2. We spent 96% more constant dollars for books last year than we did a decade before.
3. We had 13 local opera companies in 1951 and only 2 in 1941.
4. There were 200 symphony orchestras in 1951 against 111 in 1940.
5. Thirty million persons attended classical musical concerts in 1951; 16 million in 1941.
6. Twenty-one hundred towns provided regular classical music concerts in 1951; 1,000 in 1941.
7. Eighty-five hundred classical music concerts were held outside of New York City in 1951; 3,700 in 1940.
8. $2,848 million were spent for musical instruments, phonographs, records, radios, and television sets in 1950; $507 million in 1940—an actual increase of $2,341 million.
9. Today 40% of all records sold are classical records; before the war it was 30%.
10. Fifty-five per cent more Americans traveled abroad in 1950 than in 1937—and their number is steadily increasing. (*Please turn the page*)

Perhaps nowhere more than in home entertainment and home education does America show the way to an industrial civilization. Here are all the tools for an expanded life, the technical means for personal and individual culture, *if used personally and individually*. Intelligently used, movies, television, and recorded music can develop your own potential talents and creative expression.





NOWELL WARD & ASSOCIATES



There is extraordinary compactness and engineering involved in this built-in home entertainment cabinet. It is so well designed that, when not in use and all doors are closed, the cabinet takes a quiet place in the room. Music installation is by Voice & Vision, Inc. Tape recorder by Webster-Chicago. Decorator: Agatha Schoenbrun.

The Expanding World of your living room

continued

In this third home, television and home movies share the warm appeal of the fireplace as centers for the delight of one's imagination



Fundamental in the design of furniture or storage space in the modern home are, first, scale or a sense of relative proportions, and, second, integrity or a sense of the appropriateness of the piece designed to the general scheme of the architecture. Increasingly, modern architectural design tends to dominate the planning and designing of all the furnishings. Note the scale of the screen against the wall, also the discreet disappearance of the TV set when it is not being used.

Furniture in a room with a fireplace is generally arranged in order that everyone might enjoy the dancing light of the fire. What then could be more natural than to group movie screen and television set around the fireplace, as Mr. and Mrs. Welton Becket have done in their home in Los Angeles, California?



In the same period that saw television sets go into over 10 million homes, people themselves went to more classical music concerts, bought more books, and played more musical instruments than ever before.

Those who prophesied a decline in American culture were wrong. Mass distribution of the means of culture broadened our interest in living art and music. Television did not narrow the vision of America; it extended our horizons.

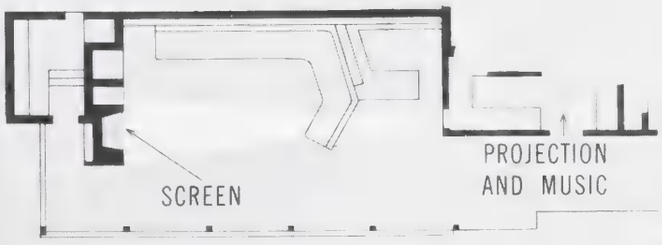
Infinitely more important in the story of our cultural development than the intellectual deprecators of the common man's effort is the work of critic John Crosby, who writes a regular newspaper column on radio and television, a sort of intelligent man's guide through the sound and fury of today's broadcasting.

Actually, most credit for whatever improvements are noticeable in the field of entertainment must go to the public itself which, as individuals, supports what is good and avoids what it considers bad. The same power of free taste that has helped modern design achieve the quality it has is proving itself effective in the rough and tumble world of television.

People know the alternative to a bad TV program: they change the program: or they shut the damn thing off. (*Please turn to page* 115)

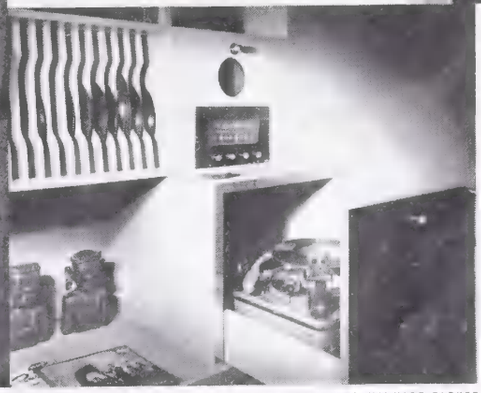
For further details on sound systems in all three homes please see page 115.







A compact, central room opposite the fireplace contains all the radio-phonograph and movie equipment in this well-planned house, designed and decorated by Welton Becket & Associates. High fidelity custom music system is by Stromberg-Carlson; movie projector, Bell & Howell.



PHOTOGRAPHS BY MAYNARD PARKER

Television creates a new kind of dining room

You don't have to let television dominate your living room while the dining room is unused between meals. Here's how you can enjoy TV and dining at alternate hours in the same room



"Telemusic" system by Crawford's of Beverly Hills (above) is housed in cabinet between doors to living room (right) and kitchen, (left). View of TV from table is shown at the right.

This is neither a conventional dining room nor a special TV room. In Mr. and Mrs. D. D. Feldman's Dallas penthouse the two activities are merged in a brand-new room specifically designed to accommodate both. Study it, for it shows how music and television are changing American homes everywhere. No longer is the dining table in the center of the room. Instead of one big table. there are two smaller ones at which two or eight can feel equally at ease. Instead of formal straight-back chairs there are upholstered banquettes and swivel chairs in which guests can relax for a whole evening. Thus decorator Tom Douglas met the challenge of TV by abandoning old room concepts completely and creating something entirely new.



ALL PHOTOGRAPHS BY BERNARD PARKER

→

See how much more useful a dining room can be when television moves in—if it's planned right. Decorator Tom Douglas put an upholstered bench and lightweight tables across the wall facing 20-inch TV screen at opposite end of room. Remote control permits channel selection and tuning without your having to leave the table. Easy chairs swivel. Cabinet in lower photo is twin to TV cabinet. has fluted front and houses a convenient bar.







7 places to put a TV set

You alone can decide where to put your television set. We show you seven places for it; you may discover seven more. You must therefore analyze your own TV problem, ask yourself these questions: Is your TV audience intimate —one or two persons—or is it the whole family plus guests? Will the set be used in a family living room or special TV room? Will it go in a bedroom or small study, perhaps as an extra set? How big is the room? What are the other decorative problems? On these four pages you see the answers

By Sara Little

TWO PHOTOGRAPHS BY MAYNARD PARKER



If you want to minimize your TV set, put it in a bookcase where it's out of the way and won't compete with anything else. See how neatly this has been done in a medium-size room used for many purposes in the home of Mr. and Mrs. Otto L. Overby, New York. The Artone table model claims no attention except when in use, shares space with records and books.

If you want to emphasize your set, make it the center of a decorative composition. See how this Capehart console is dramatized by the tall screen that increases its scale, thus turning an unimportant corner of the room into a focal point. Photographed at Stern's, New York.



PHOTOGRAPH BY EZRA STOLLER

Please turn the page

7 places to put a TV set *continued*



When your set must blend with the decorative scheme, as in this small study, you can get the CBS-Columbia unfinished table model and finish it to match the background. Here set and chest on which it stands have been covered with same striped paper as walls. Photographed at Altman's.

PHOTOGRAPH BY HANS VAN NES





Here TV serves family and guests in an informal living-dining room whose focal point is a fireplace. So a General Electric table model was put beside hearth on a square table from group designed by Finn Juhl for Baker Furniture Co. Photographed at Bloomingdale's.

An extra set for intimate viewing in studio bedroom should take a back seat, out of the way of other activities. Decorator John B. Wisner placed RCA model on chest so it swivels to correct viewing angle in boy's room in home of Mr. and Mrs. W. E. Roschen, New York.





PHOTOGRAPH BY BILL JACKSON

Nesting tables and stools are versatile and decorative assistants to comfortable TV viewing in the informal room. Largest table has two drawers for programs; two occasional tables and a stool fit underneath. Designed by Paul McCobb for Winchendon. Admiral television. Leerdam crystal carafe and glasses, courtesy of Black, Starr & Gorham; Lucie Rie stoneware crock, courtesy of Georg Jensen.



FOUR PHOTOGRAPHS BY EZRA STOLLER
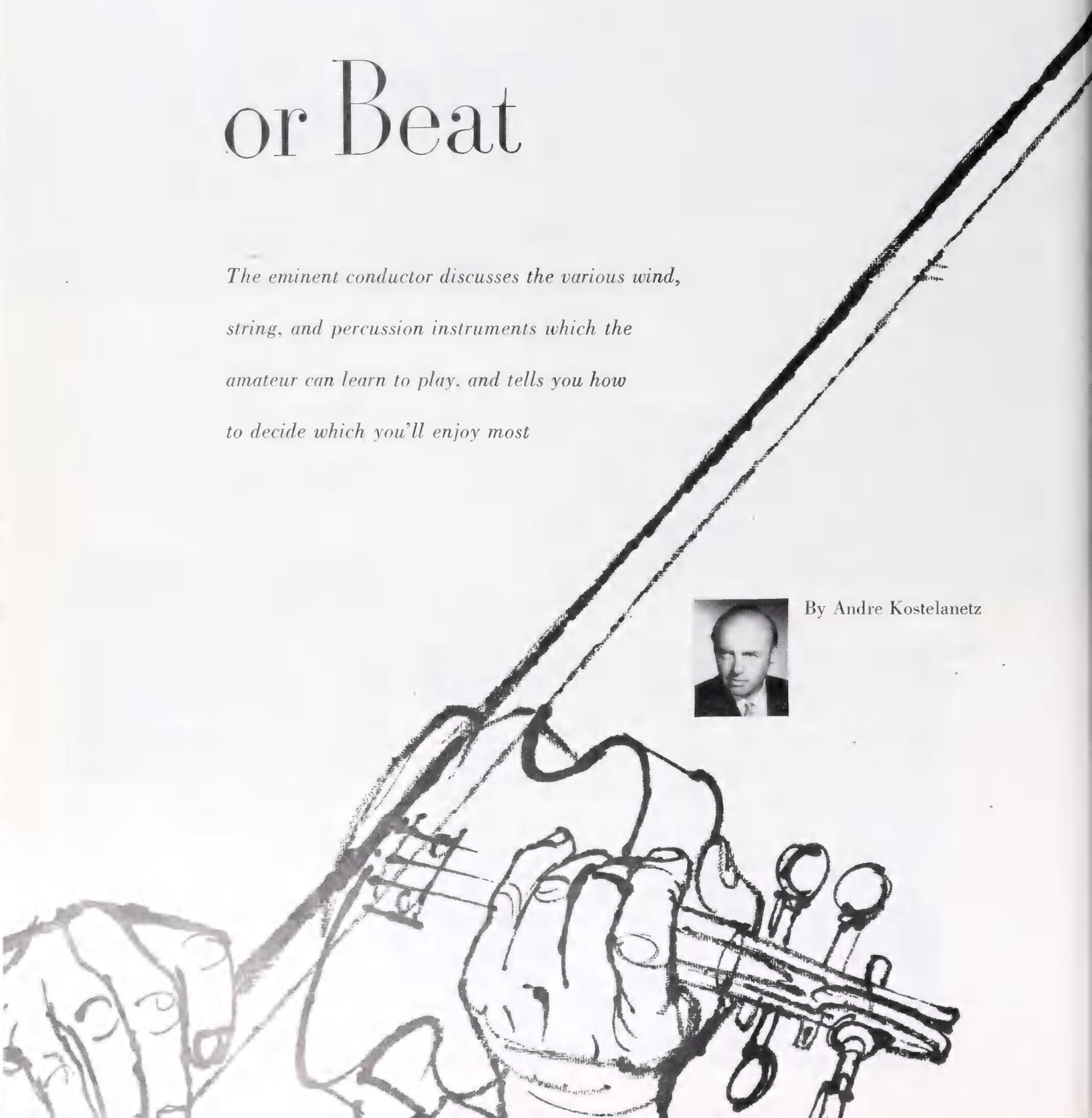


In a formal music room, a TV set should be as important to decoration as the piano. Stromberg-Carlson's "Classic 21" meets this requirement handsomely in the Bronxville home of Mr. and Mrs. Peter Bratti. Its doors fold neatly against the sides when a TV program is on view. Printed burlap on walls aids acoustics. Decoration by B. Altman & Company.

Blow, Bow or Beat

The eminent conductor discusses the various wind, string, and percussion instruments which the amateur can learn to play, and tells you how to decide which you'll enjoy most

By Andre Kostelanetz





Although it is acknowledged that more music is heard today by more people than since the beginning of time, it is also generally accepted that, paradoxically enough, almost the only instruments played in our homes these days are the piano and the violin.

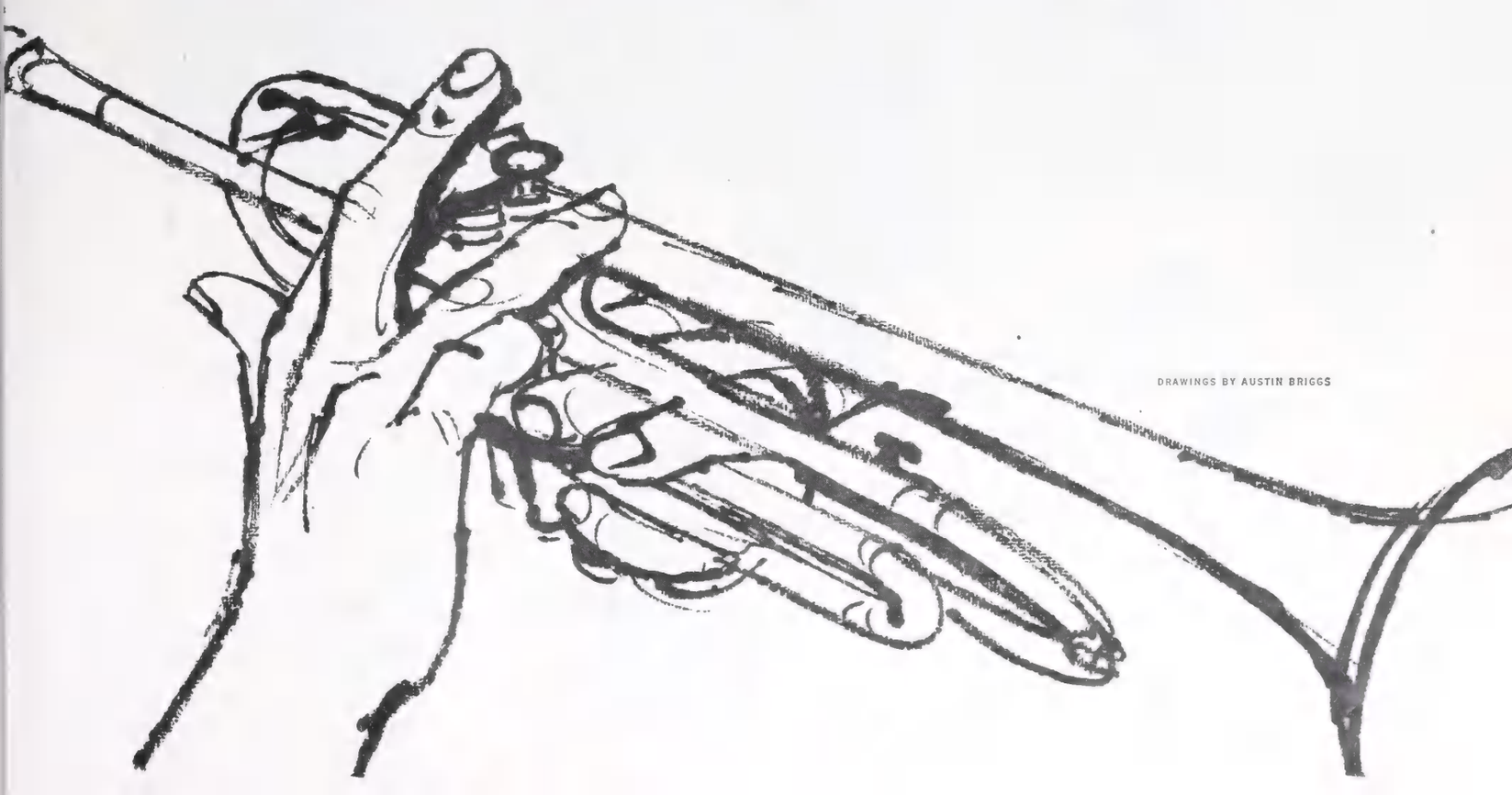
The violin? I beg to differ. The violin, that all-important instrument of the symphony orchestra or chamber-music ensemble, has been neglected. It may still be a fairly popular house companion in middle-Europe, but this is America, and the U.S. home has taken to the piano and little if anything else. The kind of music made in our homes is sadly one-sided.

The reasons for the popularity of this instrument are fairly obvious, I would say. A piano that stands in the living room has always been a certain sign of culture. Practicing may be a second factor. Experience with my nieces and nephews has convinced me that piano practice is easiest to take for other members of the family. Granted that wrong notes are bound to be struck in the study of any instrument, wrong notes on the piano are at least on pitch. With all string and brass instruments, on the other hand, the question of pitch and tone is a most ticklish one, and havoc is often raised with the ears of those who happen to be within hearing of the player.

Now, these may be perfectly good reasons, but to my way of thinking not good enough if we consider that variety is the spice of life and that the diversity of instruments played in our homes determines the vitality of our music life.

There has been repeated and enthusiastic talk of amateur symphony orchestras composed of community members who have determined among themselves just who is to play what instrument. I am afraid that such well-planned music-making is still not practicable for a great many people. What we can and should do, however, is to begin on a smaller and more individual scale. Why not consider, therefore, the various instruments, how difficult they can be to play and in what different ways they can be enjoyed?

In choosing an instrument it seems wisest to proceed in a scientific rather than haphazard manner. The fact that a certain instrument appeals to you is not enough of a reason, I think, for selecting it. To determine whether you have a good ear and musical aptitude (*Please turn to page* 109)



DRAWINGS BY AUSTIN BRIGGS

Snapshots of Sound

With a magnetic recorder you can make your own recordings at home and collect "candid camera" echoes of life's highspots

The happy paradox of our industrial age is that the more mechanisms we develop, the more we extend our chances for creative expression. The magnetic recorder, like the camera, the food freezer, the radio tube, is far more than a marvelously engineered gadget. It opens a new door to creative enjoyment. It gives you a chance to play with sounds just as the camera enthusiast plays with light and shade, the painter with colors, or the cook with flavors. You can preserve forever the living voices of your children, your dearest friends. You can recreate in sound the atmosphere of life's most significant moments. Like a mirror, this new machine is a guide to self-appraisal, giving you the chance to hear yourself as others hear you. And you can do all these things at home.

With the most common type of home recorder, the whole works is contained in a case about the size and shape of a large portable phonograph. (*Please turn to page* 118)



By Mary Roche



Contemporary design in a grand piano from Baldwin Piano Company

See how House Beautiful's Pace Setter House provides for

Music and fun

The next 6 pages show you how it's done

It segregates looking and listening in

The TV-Study-Guest Room

The old-time den has come a long way. It's turning into a special room for listening and looking. And it converts into a fully appointed guest room at night



PHOTOGRAPHS BY MAYNARD PARKER



We do more kinds of living in our houses these days because our lives are richer, filled with more activities. This is a model of utility with triple functions. Yet two of its functions are invisible unless called into action. Above, television wall closed. Left, you see it open. Television-radio-record player by Magnavox.

Opposite wall of the study, showing the sofa for television viewing, reading or family conversations. Sofa has a trundle bed hidden below top cushion, opens to make twin beds. (On page 57 you will see how they look opened.) Since this room serves so many purposes and takes much usage out of the living room, all surfaces are hard-wearing and practical.

Plan of this room and full details on page 92





PACE SETTER

The Adjoining Bathroom

Since the TV-Guest Room has so many roles to play, so does its adjoining bath. For, in addition to being the guest bathroom, it can serve as a powder room. It is also an interconnecting bath with the boys' room. Good reason, then, for the generous counter space and the lavish under-counter cupboards. Guest towels are embroidered with the motif from the draperies of the guest room, leaving no doubt about whose towels they are.

For additional views of this bathroom turn to page 97



See how Creative Embroidery ties together all furnishings

Once again we show you how to co-ordinate the furnishings in a room by embroidering them with a common motif. The drapery fabric, styled from an original embroidery by Mariska Karasz, has been repeated as real, handmade embroidery on blanket, pillowcase, and bath towels. Motif is easy to adapt



An inexpensive way to give your possessions the integrated look of custom decorating is to embroider things in the same room with the same motif. This printed linen reproduces two stitches so clearly you can almost pick them off the fabric. For instructions for making stitches and ways to apply them, please turn to pages 90-91.





When more than one generation lives in a house it is helpful to have two entertainment centers, so one generation need not inflict its tastes on the other. This room provides similar radio-record-playing-television equipment to that upstairs. But it adds home movies, an electric organ, and facilities for game-playing, tricycle-riding, and boyish "rough-house." Fabrics, floor, and furniture can really take a beating. Spinet organ is by The Rudolph Wurlitzer Co. Television and console radio-phonograph are by Magnavox. Motion picture projector, equipped to use sound movies, is by Bell and Howell Co. The movie screen, which hangs over the organ and looks like a painting when not in use, is by Radiant Mfg. Co. For more details, see page 98.





The Pace Setter House *continued*



Everything used in the finishing and furnishing of this room was calculated to take a beating. Fabrics are heavy, textured, and slow to wear. Rubber tile floor is good for a lifetime, needs only mopping and waxing. Big table can be used for buffet parties or homework.

Furniture in this room was inspired by the collection of Canadian Provincial assembled at Hotel Tadousac, Quebec. It has a "distressed" finish, fine if the furniture is expected to take a beating. Big sliding doors lead to the children's play terrace. Henry Eggers was the architect.

PHOTOGRAPHS BY MAYNARD PARKER



Every family needs

An All-Out Playroom

As the facets of home entertainment multiply, it is more convenient to set aside one room especially for them. The Pace Setter playroom provides for everything. It is also ready for the hardest wear



SPINETTE, COURTESY OF WURLITZER CO.

MAN'S JACKET, COURTESY OF ALEXANDER SHIELDS

PHOTOGRAPH BY EDGAR DE EVIA

The Doctor Plays

An orthopedic surgeon with no formal musical training discovers how much simple music-making can do for family unity and his own peace of mind

By Richard Williams

Dr. John A. Murphy of Cleveland, Ohio, has devised his own prescription for his own ease of mind.

Almost every day of his life, come operation or consultation, hospital or private practice, Dr. Murphy sits down and spends a half hour playing the organ. Occasionally these sessions occur early in the morning. Then they form a musical accompaniment, strangely unhurried and peaceful, to the usual hurried and unpeaceful morning launching of a household, the quick breakfast, the dressing of three children, the repeated reminders of forgotten books, mufflers, and gloves, and the final hurtling exodus to school. Life goes on around him, but for a half hour at least Dr. Murphy is a hermit in the realm of sound, sitting before the keyboard as isolated as St. Jerome in his cave.

More often his half-hour sessions occur in the evening. It is then that they become family sessions. It is then that the children participate. It is then that the doctor is grateful for the boon of a hobby which gives as much relaxation to his hands as to his mind. Both can use it at the end of a day.

Dr. Murphy is an orthopedic surgeon. A surgeon works with his hands. Dr. Murphy thinks it is no coincidence that he and those of his medical friends who are also surgeons turn for their hobbies to pastimes in which hands are given something to do. One of his friends paints, another does carpentry work. "I myself would like to do carpentry work, and I might have built a workshop in my cellar if I hadn't been afraid of cutting off a couple of my fingers. That is why I turned to music." Perhaps so. Yet Dr. Murphy must have had a certain predisposition which led him to music, regardless of any consideration of safety. His mother was musical and he himself played the banjo in high school. He played it well, though by ear only, being unable to read notes.

It is quite a distance from the banjo to the organ. How did he get there? "We were only going to buy a radio," says the doctor. "My wife and I and Mickey (Michael, the middle child) were shopping one Saturday afternoon. We were in one of the department stores and we were walking through the department when Mickey said, 'Dad, I hear an organ playing.' Mickey got very excited. He wanted to know where the sounds came from. He wanted to see the machine that produced such elegant tones. So we all walked over. There was the organ and there was the salesman, who asked me to sit down and play. Play anything. I had never played an organ before, but I could pick out a familiar melody fairly well with my right hand and form a few simple chords with my left.

"That did it. I was sold. Instead of buying the radio, we bought the organ, which is rather like going shopping for a package of cigarettes and coming home with a silver cigarette case . . ." And there stands the organ in the entrance hall, the first and most important object to greet you when you visit the Murphys.

Dr. Murphy took formal instruction during four months only and then gave it up because he ran into a period of more than usual pressure of work. However, he expects to resume lessons because, as he said holding up his left hand, "I would like to know what to do with this hand." He wants to acquire greater skill in accompanying and harmonizing the melodies which he produces with his right hand.

But even with a crude accompaniment the melodies he plays with the right hand satisfy him. He calls himself a musical lowbrow. Classical music has little interest for him. He has an acquaintance with Bach in name only. He does not attend the Cleveland Philharmonic concerts. What music does he like? "The old songs," he says, meaning thereby the ingenuous, the fairly unsophisticated, melodious tunes, old or new. He likes Stephen Foster, the spirituals, the Strauss waltzes. "Avalon," "Ave Maria," and "Serenade," but his favorites are the operettas.

Here, among the long line of unjazzy tunes which range from *Naughty Marietta* to *The King and I* and include *The Desert Song*, *The Student Prince*, *Blossom Time*, *The Red Mill*, *Oklahoma*, and *Carousel*, he finds his greatest musical pleasure. His favorite of all is *Show Boat*.

Michael, musically the most gifted of the three children, places no such limitations on his own taste. Like those youngsters who are omnivorous readers, swallowing one book after another, Michael likes all music as long as it is music. At ten years of age that is natural. When he was seven, he started to take piano lessons, at *his*, not at his parents' insistence. (His parents believe that there is no value in forcing education, and waited with the music lessons until the child asked for them.) Michael wandered from the piano to the organ. Today he plays the organ as much as he does the piano, but his lessons continue to be piano lessons. He likes both instruments equally well, though his father does say that the piano is meat and potatoes to Mickey and the organ is dessert.

Michael is truly gifted. He comes home from church on Sunday and plays the melodies of the music he has heard at the service. He plays for visitors, including me, and when he is not in school he plays for the maid, obliging her with her favorite songs while she dusts the living room or attends to other household chores.

Susan, Michael's sister, now (*Please turn to page* 111)



PHOTOGRAPHS BY NOWELL WARD ■ ASSOCIATES

See the world at home





A treasure house of entertainment is in one well-designed cabinet in the home of Mr. and Mrs. Nels Hendrickson, Chicago, Illinois. Musical installation, by Voice & Vision, Inc. Built-in TV, by Dumont. Record changer, by Webster-Chicago, with Pickering magnetic phono cartridge. Amplifier and loud-speaker, by Altec Lansing Corp. Movie projector, by Bell & Howell. Da-Lite movie screen.

-on film!

Herewith House Beautiful *announces a new department: a monthly guide to the best in movies available for home projection. Here is how you too can explore the great, new world—on film*

By Cecile Starr

Editor, "Ideas on Film"
The Saturday Review of Literature

Every year there are approximately one thousand new films available for home use!

They deal with the earth: its mountains, rivers, cities, farms, factories; and with the air over the earth and the mysteries under it.

They cover the peoples of the world: in Alaska, Peru, Holland, China, Africa, Australia.

They cover the arts and crafts: pottery-making, finger-painting, choral singing, primitive dances, and puppets; wild flowers, weather, birds, deserts, volcanoes, good health, safety, camping, boxing, fishing, winter sports, and so on.

Of the adults who read this article I ask one question: How does this kind of entertainment compare with Howdy Doody and the Lone Ranger and Hopalong Cassidy? Your children—and you yourself—will be influenced by your answer. An increasing number of people are replying, "Let's show a movie!" instead of passively accepting the kind of fare too often offered on TV or in the local cinema.

But before you rush out to your nearest movie theater and ask the manager to sell you a projector and a film, let's back up a bit and ask a few pertinent questions about this intriguing business of home movies or 16mm. films. What is the difference between 16mm. movies and any other movies? Where can 16mm. projection equipment be obtained, and what does it cost? What kinds of films are available to home users? Who distributes them? And, as an added attraction, what about getting a group together to look at movies regularly and perhaps to share the expenses?

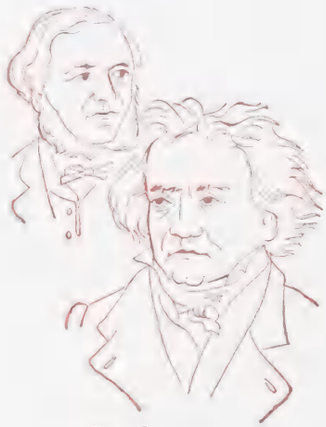
I have been looking at 16mm. movies at home for more than three years, and in an office for five years before that. Whatever problems there may be in showing 16mm. films, I am certain to have run into every one of them by this time. Nor is there any point in my denying that there are problems. In any activity as new and undeveloped as this, even an outsider can see at a glance that things are bewilderingly unsystematic. Well then, you may wonder, are 16mm. films worth bothering about, with twenty-three thousand theaters in the country doing a full-time job of providing movie entertainment? Yes, I think they very definitely are—and I have yet to meet anyone who has dabbled in non-theatrical film without becoming a full-fledged enthusiast.

The main asset of 16mm. films is that you can see what you want to see when you want to see it. Just about every kind of motion picture shown in theaters is available on 16mm.—comedy, drama, musical, mystery, western, and so on. In addition there is a wealth of lesser known short films on sports, art, travel, child care, or whatever your special interests may be. Films starring Chaplin, Dietrich, W. C. Fields, and even Hopalong Cassidy are but a few of the many full-length films available for home use. Many of them are among the best movies of all times: "Nanook of the North," "The Blue Angel," "Mr. Deeds Goes to Town," "Brief Encounter," "The Lady Vanishes," "The Cabinet of Dr. Caligari," "The Baker's Wife," to name but a few.

Sixteen-millimeter (non-theatrical) film differs from 35-mm. (theatrical) film in being non-inflammable. Therefore it can be shown anywhere without risk of fire. Being smaller in size, it is generally intended for showing in rooms smaller than the typical movie theater. And being smaller, the projector it uses is lighter, less complicated, and easily portable. Naturally 16 mm. film does not equal the technical performance of commercial 35-mm. film, but with the latest developments in both (*Please turn to page* 98)

What concertgoers like best–and why

By John H. Mueller Professor of Sociology, Indiana University and author of "The American Symphony Orchestra"

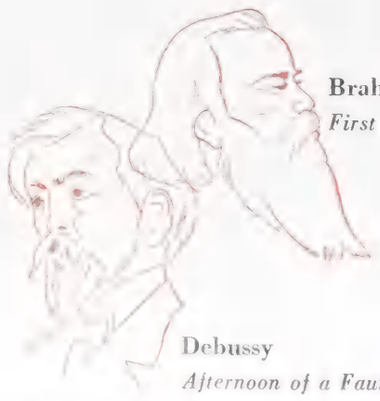


César Franck
D Minor Symphony

Beethoven
Third, Fifth, and Seventh Symphonies



Tchaikovsky
Fifth and Sixth Symphonies



Brahms
First and Second Symphonies

Debussy
Afternoon of a Faun

DRAWINGS BY REMBRANDT

It is a popular myth that great composers are appreciated only after their death. But the most famous symphonic piece ever written—Beethoven's *Fifth*—which inaugurated the first season of the New York Philharmonic, December 7, 1842, had been a great favorite in London, Vienna, Paris, and Leipzig ever since the ink had dried on the score. Nearly all of the present concert staples of American and European symphony audiences have been on the boards for a long time; and nearly all received substantial acclaim, either at once or after relatively few hearings. The average age of the best known 50 compositions in the repertoires of the American symphony orchestras is 75 years.

Almost any regular patron or record collector could make a fairly good guess as to these compositions: Beethoven's *Third, Fifth,* and *Seventh;* Brahms' *First* and *Second;* Franck's *D Minor;* Debussy's *Afternoon of a Faun;* Tchaikovsky's *Fifth* and *Sixth;* some Sibelius, Stravinsky and others—all good box office. The next grouping of an additional 50 to 60 pieces is somewhat less frequently performed. and includes such samples as: Bach's *Brandenburg Concerto No. 3,* Handel's *Water Music,* Schubert's *Unfinished,* Ravel's *Bolero,* and compositions by Haydn, Mendelssohn, and others.

The American symphony repertoire is dominated by relatively few names. About 45 per cent of it (be patient with a few statistics) is pre-empted by a half dozen top composers in the following order: Beethoven, Brahms, Tchaikovsky, Mozart, Strauss, and Wagner. They form the hard core of the going concert programs. Another 30 per cent is pre-empted by luminaries of secondary popularity: Schumann, Berlioz, Bach, Rachmaninoff, Stravinsky, Mendelssohn, Sibelius, Schubert, Debussy, Haydn, and a few others. It may be seen that several recent geniuses have crashed this company. This adds up to 75 per cent of the symphonic music we hear, and is made up of less than 100 pieces by about 25 composers.

But a man does not live by masterpieces alone. Our programs are peppered with a miscellany of several hundred names who supply the spicy variety in the annual repertoire. Among these are (*Continued on page* 129)

PHOTOGRAPH BY EZRA STOLLER



A World of Music in a Nutshell

Clever juggling of limited space in a tiny studio apartment makes room for playing, listening, practicing, and shelving an extensive music library. It is the home of Thomas Scherman, conductor of the Little Symphony Orchestra. On the two pages following you will see how he manages to cram so much music into one room with a balcony

A world of music *continued*



The balcony has more storage space than many average-size bedrooms, yet it is inconspicuous from below. Sliding doors conceal hanging space and tall, built-in dresser. Two kinds of files are housed in space underneath balcony stairs. (See below, left.) Larger drawers are right size for standard folders, smaller ones, for card index of music library which extends around two whole walls of the room. Kahn & Jacobs, consulting architects.

PHOTOGRAPHS BY EZRA STOLLER



If you have been shutting music out of your home because you feel you have no room for a piano or any other musical gear, study this pocket-size apartment and watch your difficulties melt by comparison. A loft-like studio is no easy job to remodel, at best. But this one was broken up into three levels with limited floor space, windowless walls, and only one closet. The one room, with its balcony plus a kitchenette-foyer below, is hardly more than minimum bachelor quarters. But decorator Carol Gebhardt, of James Amster Associates, was charged with providing complete studio facilities as well as living conveniences for a working musician.

Her solution turned into assets the apartment's worst liabilities. Two blank walls were given over to the music library, which makes a lively background with its many red and blue bindings. Every cubic inch under the two awkward staircases was put to good use for storage. Strictly functional features such as blinds for the skylight and built-in cupboards became architectural elements to give the ungainly interior unity and character. Finally, by concentrating basic furniture near the walls, she saved enough space to accommodate chairs and music stands for the musicians who come often to play, sometimes professionally, sometimes just for fun.

Problem of controlling light from the huge, slanting skylight was solved by Thru-Vu vertical blinds, which also conceal ventilating windows on balcony. Fabric louvers are brown on one side for night use, white on the other for daytime. Behind sofa is stairway to lower floor. Platform at left of it is parking place for music stands. Painting on balcony: William Thon's "Olive Grove," courtesy of Midtown Gallery. Steinway piano. Lighting by Richard Kelly.



Entertaining is an attitude

Here are seven mental attitudes necessary for enjoying your own parties

By Virginia Stanton

This article is addressed to people who don't like to give parties. Saying this right in the middle of the holiday season, I wager it means I am talking to about 90 per cent of the potential hosts in America. For I have discovered that most people dread to entertain.

Some secretly hug this feeling to their breasts, not even wanting to admit it to themselves. Others are frank about it, finding comfort in admitting it openly, as though such frankness absolved them from their sins.

As a clinical observer of party-giving, this makes me very sad. For parties can be one of the nicest things in life, if the attitude of the hosts is right.

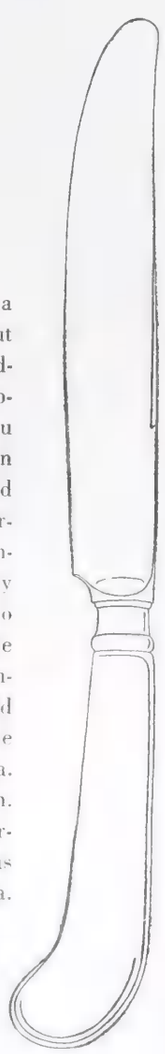
What is a proper attitude for entertaining? How do you engender it? How do you hang onto it after you have committed yourself? Here are seven basic attitudes.

1 Decide that you are giving the party for the purpose of seeing the friends you truly like and want to see. Any other kind of party, motivated by social debts, social climbing, cultivating business or political contacts or any non-friendship motives is bound to be a duty, hard-to-manage, very-likely-not-to-succeed. If you are truly happy to see your guests, they'll be truly happy to see you. This is *the basic attitude.*

2 Since talking with your friends is really your reason for entertaining, you will organize all the details to enable yourself to be with them in a relaxed frame of mind. This means you will *not* put so much emphasis on the food, service, and arrangements that you can't enjoy the guests and be with them almost constantly. For most people, this means the simple menu, the simple recipe, the simple service. It means banishing all ostentatious show, elaborate and fancy effects. It may mean not even entertaining at meal times, but rather after dinner when only trays of cakes and wines are unobtrusively set at one side for anyone inclined to help himself.

3 Plan and organize all details well in advance, so you are not caught in a frenzy of last minute preparations. If you can't be fully ready well in advance so you can be calm and relaxed, better not issue those invitations. Your own last-minute panic is fatal, for somehow you never can shift your mental gears to the right attitude after the first guests arrive. The way to cast out worry is not to have it in the first place.

4 If you are serving food, have it in generous supply. Heaping bowls and well-stocked platters produce a psychological effect that outweighs the absence of variety. And if it is not all eaten, never mind. Practically anything can go into the freezer to reappear another day. And it so happens that the best party food recipes are (*Please turn to page* 120)



One of the basic requisites for a calm, confident attitude about party-giving is a versatile wardrobe of beautiful table-setting appointments. All the elements you see in this beautiful setting in the home of Mr. and Mrs. Harold F. Sheets, Santa Barbara, California, can be regrouped, reassembled, and recomposed with many other kinds of things and put to many other uses. For example, the sterling flatware, "Classic Fashion" by Reed and Barton, could be used appropriately in any table composition. So could the china. Pottery plates by Vernon Kiln. China cups and centerpiece, courtesy of Morrey's Southern Seas Shop, Santa Barbara, California.

COLOR PHOTOGRAPH BY MAYNARD PARKER

By Victor Bergeron

Known to some as "Trader Vic" and author of the new handbook for masculine cooks, *The Kitchen Kibitzer*, from which this series of articles is taken

How to master the punch bowl



A famous host gives away the secret that frees the man of the house to be the life of the party. His short cuts to elbow-bending let you have as much fun as your guests



The Kitchen Kibitzer

If you stop and think a moment, how much fun does the average host have while the rest of the party goes high-balling along? Instead of joining in the festivities, he spends the evening doing a good imitation of an untrained bartender, tussling with ice cubes and trying to remember who the heck wants a Martini and who asked for Scotch on the rocks.

But why be the average host? Next time you get out the invitations and find yourself faced with a crowd of thirsty friends and relatives, take heart. There are a lot of short cuts to elbow-bending that have been overlooked. Guests aren't looking for a lot of service. What they like is good drinks—and sociability. The best way to make your guests feel welcome and relaxed is to make them feel at home and I like the idea of a sideboard or small bar where the men can step up and mix their own drinks and those for their ladies. You've gone the welcome mat one better when you can wave gaily in the general direction of the bottle bar, whatever its physical aspect, and say, "Help yourselves."

There is nothing more friendly for a small intimate group than to bring in a tray with bottles, mixes, water, glasses, and an ice bucket and mix drinks on the spot, according to everyone's taste. I don't know why people overlook this idea because it saves hopping up and down, interrupting a good conversation, to mix another round of drinks. And you don't have to keep anyone waiting for the ever-present slow drinker to finish his drink. By the time you've fixed a drink for everyone else,

ordinarily, the slowpoke is ready for another drink and you have to make another trip to the kitchen.

But even better for casual dining, for a party of any size at all, is the punch bowl. I like this especially when you have quite a project under way—whether it be a dinner party, a barbecue, or a buffet supper—and your time and attention are needed for food and conversation. No one gives a punch bowl the proper appreciation, and it really solves a lot of problems for hostess and host alike. It saves on glasses, because usually a guest takes a cup or glass and just refills it now and then. There is no ice to fuss with, no individual drinks to make and tote around, and look at the time you save!

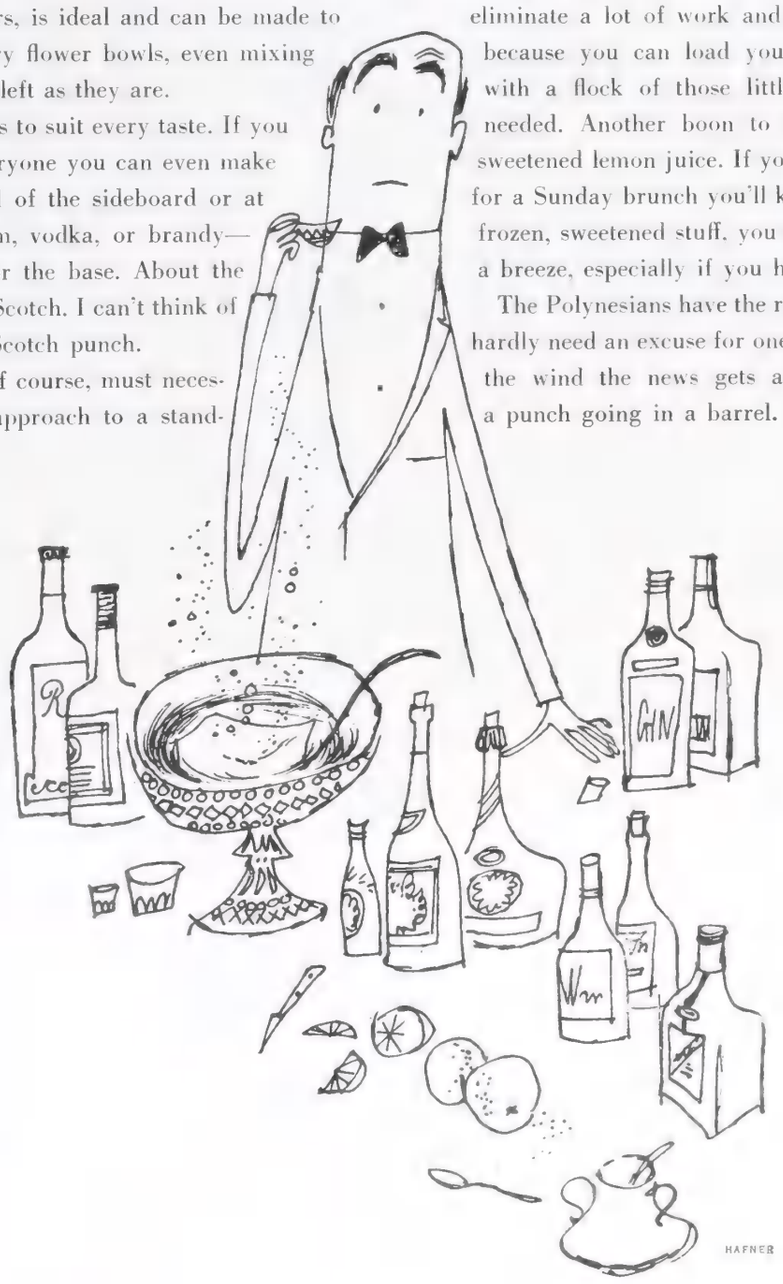
Don't let the fact that you haven't a bona fide punch bowl deter you. Anything that can hold punch is all right, whether it's a jardiniere or a relic of the old pitcher-and-bowl days. Cast your eyes over every large deep receptacle in house or attic and use a little imagination. A wooden lard tub, well scrubbed and decorated with ferns and flowers, is ideal and can be made to fit into any décor. Large pottery flower bowls, even mixing bowls, can be disguised or just left as they are.

There are all kinds of punches to suit every taste. If you want to be sure of pleasing everyone you can even make two kinds—a bowl at each end of the sideboard or at each end of the table. Gin, rum, vodka, or brandy—even Bourbon—can be used for the base. About the only thing that you can't use is Scotch. I can't think of anything more repulsive than Scotch punch.

Your approach to a punch, of course, must necessarily be different from your approach to a standard drink such as Martini, Manhattan, or Old-Fashioned. And it's mental. You can't do anything to those drinks besides make them according to formula or you just louse them up and make devotees to any one of the three very unhappy. But with punch—you can really let yourself go. I don't mean that you can throw just anything and everything into it. That's a good way to have a lot of sick customers. But you can use that same imagination I'm always yabbering about, and you can make them just as potent or just as innocuous as the occasion requires.

One thing, before I launch into a bevy of punch recipes, don't ever use imitation fruit juices. For punch there is no substitute for fresh orange or fresh lemon juice. Frozen fruit juices, of course, are the same as fresh and I might emphasize that they save a hell of a lot of work. A lot of guys steer clear of punches because they immediately visualize the nasty job of squeezing lemons and oranges, getting goop all over the kitchen, and usually ending up without enough anyway. Frozen fruit juices eliminate a lot of work and worry about running short because you can load your freezing compartment up with a flock of those little cans and dilute them as needed. Another boon to the drink mixer is frozen, sweetened lemon juice. If you've ever made Ramos fizzes for a Sunday brunch you'll know what I mean. With this frozen, sweetened stuff, you use it undiluted to taste. It's a breeze, especially if you have an electric drink mixer.

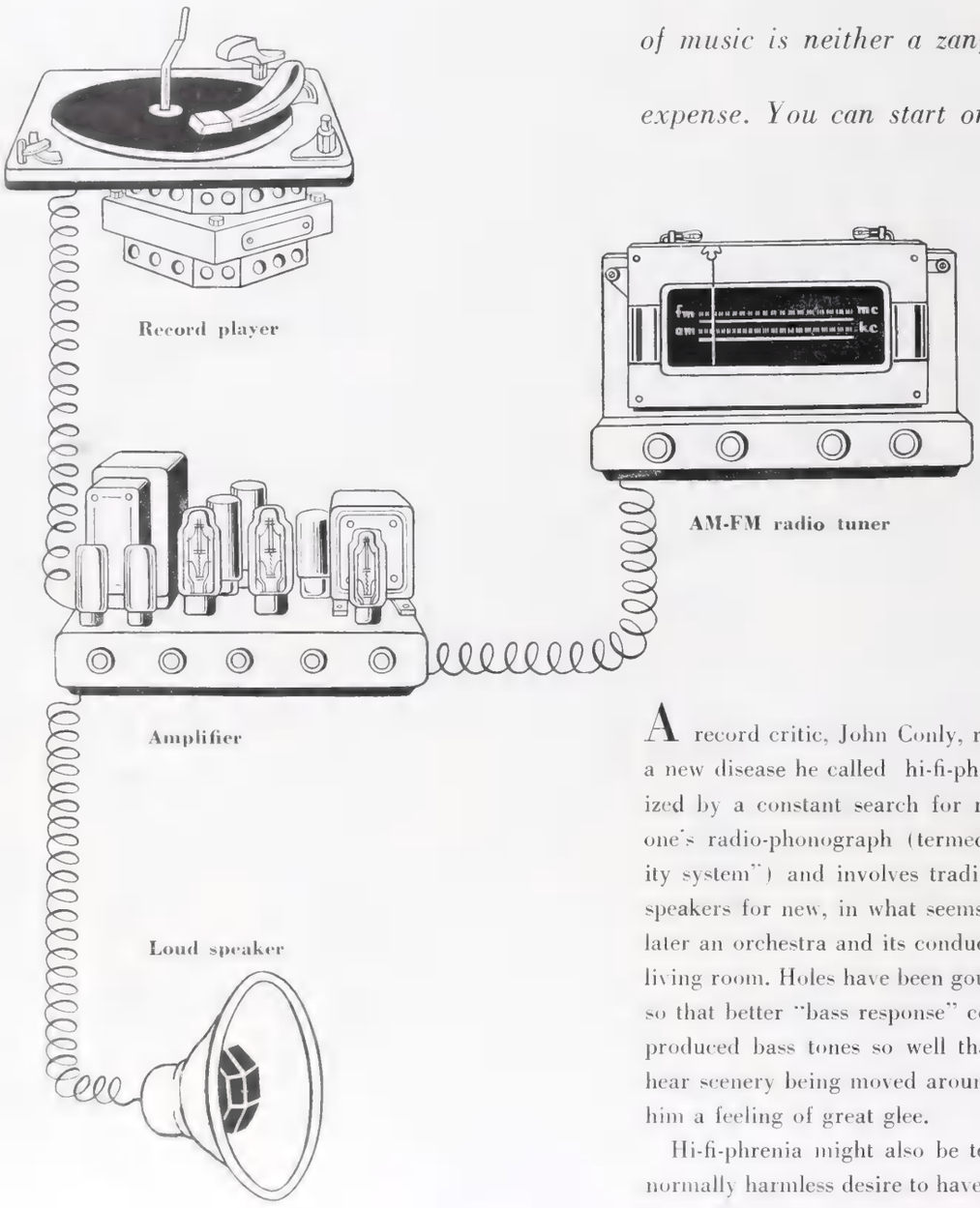
The Polynesians have the right idea about a party. They hardly need an excuse for one anyway, and when one is in the wind the news gets around fast. Someone starts a punch going in a barrel. (*Please turn to page* 108)



Here's all you need for "Hi-Fi"

A high-fidelity system for the home reproduction of music is neither a zany fad nor an exorbitant expense. You can start one with four basic parts

By Hollis Alpert



DRAWING BY ARNO

A minimum system of good quality high-fidelity components costs around $300 without cabinetwork. You can start with these four parts. A record player with magnetic pick-up and a tuner for radio broadcasts are both hooked up to an amplifier and speaker. To this basic system you can add TV, other devices.

A record critic, John Conly, recently wrote amusingly about a new disease he called hi-fi-phrenia. The disease is characterized by a constant search for real or imagined perfection in one's radio-phonograph (termed by the patient a "high-fidelity system") and involves trading in old amplifiers and loudspeakers for new, in what seems to be the hope that sooner or later an orchestra and its conductor will actually jump into the living room. Holes have been gouged in walls and floors torn up so that better "bass response" could be achieved. One chap reproduced bass tones so well that on TV broadcasts he could hear scenery being moved around. This, for some reason, gave him a feeling of great glee.

Hi-fi-phrenia might also be termed the morbid stage of the normally harmless desire to have better reproduced sound in the home. The disease is contracted by only a small percentage of those who have taken advantage of the electronic advances that have revolutionized records and radio-phonograph equipment, but mention of it might serve as a warning to those who contemplate turning to high-fidelity.

High-fidelity, it may safely be announced, is no longer a fad. Hundreds of thousands of Americans are rapidly becoming aware that the term stands for realistic and natural sound, and for equipment that reproduces (*Please turn to page* 101)





PHOTOGRAPHS BY MAYNARD PARKER

An elaborate system like this one in the home of Mr. and Mrs. G. L. Carrington contains almost every known device for capturing sound and reproducing it with exact faithfulness. Here you can see three basic units similar to those on opposite page: In left-hand cabinet is a Webster-Chicago 3-speed record changer; next to it in center cabinet, an Altec AM-FM tuner; across top of cabinets, a whole battery of speakers. Amplifier is out of sight behind tuner.

Added to these are a Conrac television receiver, and in right-hand cabinet (from top to bottom): two limited-range loudspeakers for short-wave reception; a Hallicrafter's short-wave receiver; an Ampex studio tape recorder. In drawer below is high-sensitivity National short-wave receiver.

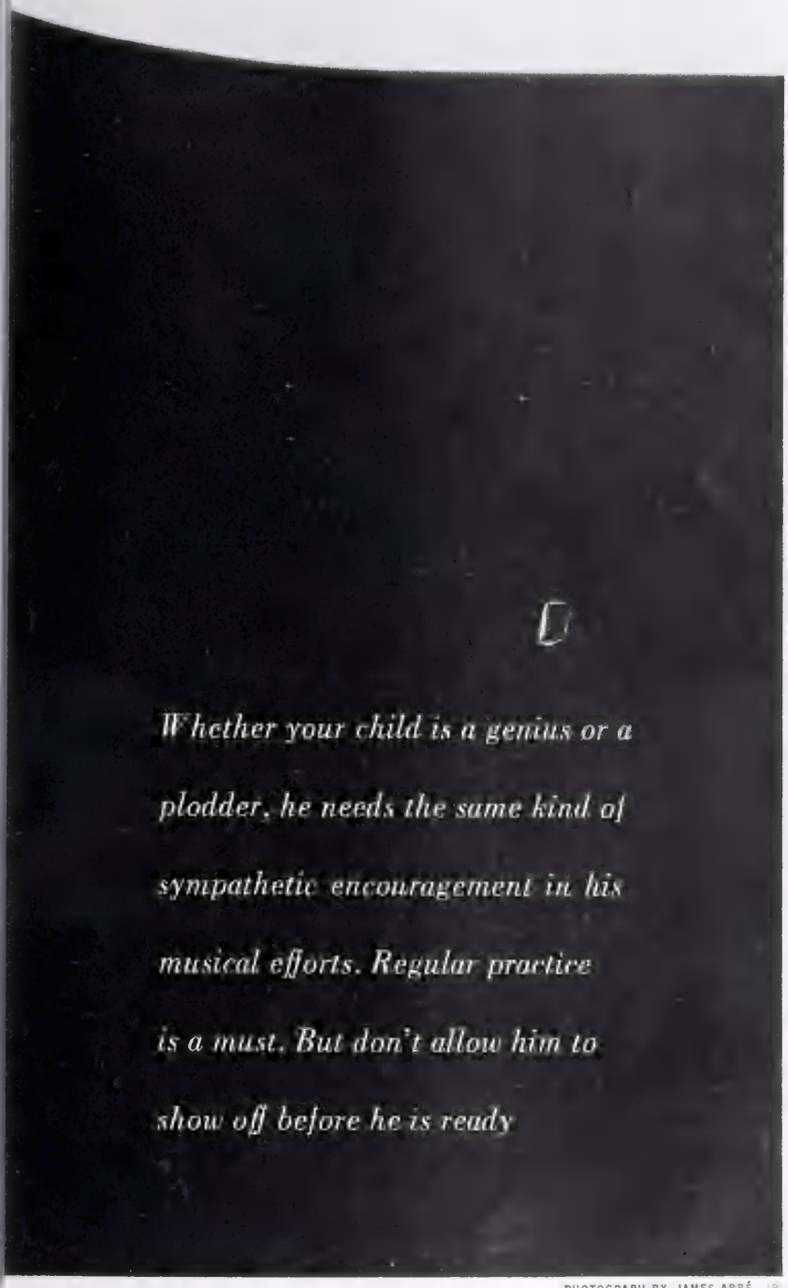
Though furnished as a study, this room is really a sound laboratory for concentrated listening by highly discriminating ears. For informal listening, there is another high-fidelity system in living room. (See page 103.) Both installations by Altec Lansing.



By Yehudi Menuhin

who takes an active interest in the piano practice of his daughter, Zamira

Be patient with those Sour Notes



PHOTOGRAPH BY JAMES ABBÉ, JR.

"*Because you have been a professional violinist since you were eight years old, I am seeking your advice as to how I should help my son with his musical studies. He has the makings of a professional musician.*" I have been asked this question or a similar one on numerous occasions. But I am afraid I am the wrong person to answer these questions. Instead, I might be able to give advice as to how these children should "handle" their parents.

For, little do I know what special decisions my wise parents made during the years before and after my debut. All I know is that I shall be eternally grateful to them for guiding me so well along the thorny path of early musical professionalism and for a most wonderful childhood.

If people would seek my advice as a father of four healthy children who are beginning to show signs of musical aptitude, I might be of some help. My children will probably never become professional musicians, and my attempts to guide them in their musical studies have been solely prompted by logic, by their own responses, by the knowledge that music will enrich their lives, even if they never earn their livelihood with it.

Sheer reason, for instance, told me that my daughter Zamira must have the best possible teacher who would not only give her expert instruction but also stimulate her to study by herself. If there is no rapport between teacher and pupil then it is better to seek another one, lest the child come to hate not only his studies but also music itself.

It also seemed fairly self-evident that, as a father, I must take an active interest in my daughter's studies. If the parents are musical themselves, their interest naturally can be much more effective. But, even if they are not musical, their interest will help.

I believe your child would feel happy and proud if you would ask him what new compositions he has been given to play and if you would listen to and comment on his practicing, instead of closing all doors and making him feel that he is disturbing you.

I do not believe we should leave our children alone in their studies and only from time to time ask them to "play a piece for us," to check their progress. Such an "audition" is an unfair test, because the child will be nervous and disappointed over your seeming lack of confidence in his abilities. With an attitude of "now show me" you will never learn the truth. But, more important still, it undermines everything the teacher is trying to build, for soon your child will practice only with an eye toward making good at these "auditions." Instead of achieving a legato phrase with his fingers, he will seek the effect through an abundant use of the pedal—assuming the instrument is the piano. Instead of using the right fingers and finger positions, he will hop up and down on the instrument and try to make up for the mistakes with speed, which in turn may mislead the parent into the notion that his offspring is making progress because he can play so fast.

This is building on quicksand and the parent must realize that if a child plays a Mozart sonata, let us say, his teacher aims to achieve much more than the mastery of just this one piece. Especially if the parent does not play an instrument (*Please turn to page* 115)

Do you really need a piano?

If you let radio, recordings, and television usurp the place of the piano in your family's musical life, you are missing rich opportunities for family fun, and slighting your children's musical development

By Howard Taubman
Music Editor of *The New York Times*



You have a radio, a record player, a television set. Don't these devices add up to all the musical entertainment the family needs? Do you really need a piano, too?

Well, broadcasts and recordings provide a great deal of music, but they have one fatal shortcoming. They turn you into a passive listener or viewer instead of an active *doer*. If I were obliged to choose either the piano or all the mechanical gadgets put together, I would unhesitatingly take the piano. The reason is very simple: I prefer *doing*.

Fortunately, I am not forced to choose one or the other. And neither are you. We can accommodate our homes and ourselves to using both creatively. We can cause the mechanical devices and the piano to complement each other so that the range of our musical pleasures will be broadened and deepened. The piano in particular, I daresay, can be the most powerful agent for drawing the family more closely together since it can unite all its members in the precious bond of music-making.



Our forefathers discovered a long time ago that a piano can be fun. Since they had no radio or television or records to beguile the hours at home, and since movies were not yet born, they depended largely on the keyboard instrument for their musical entertainment.

Let us see whether we, despite the number of amusements at our disposal for the flicking of a switch or the payment of a modest admission charge, cannot do likewise.

If you have children in your home, you owe it to them to have a piano. The infant can receive his first conditioning to music by way of the phonograph—and a useful procedure this is—but the sound of living (*Please turn to page* 89)

PHOTOGRAPH BY EZRA STOLLER



Today's piano designs give you new freedom in decorating

No longer is the piano an ebony elephant that must dominate the living room and decree the style and arrangement of everything therein. Even a grand can be integrated into the over-all decorative scheme as it is in the apartment of opera star Leonard Warren, decorated by Alan McGehee. A pair of tall louvered screens frame the music alcove and by their height minimize the size of the instrument. Sohmer piano.

More piano settings on the next two pages

Today's piano designs

continued

It's easier to find room for a piano if you don't try to give it the limelight. Informal arrangements like these make it an intimate part of your room and your living



PHOTOGRAPH BY NOWELL WARD & ASSOCIATES

You can salvage waste space between a corner and a doorway with the new corner piano that looks like a cross between spinet and grand. Since it is 39" deep at right end and 24" deep at left, keyboard runs diagonally, turning piano into room. Story & Clark's "Coronet," photographed at Marshall Field.

PHOTOGRAPH BY BILL JACKSON



Why shouldn't a piano be part of the fireside circle? The simplicity of this Everett spinet, the furniture by Paul McCobb, and the background in which they are placed creates an ideal opportunity for free Lisle in art and accessories. For a complete list see page 107. Piano, courtesy of Wm. Knabe & Co.



PHOTOGRAPH BY MAYNARD PARKER

Hang a large painting on the wall beside a grand piano to bring both into intimate focus. Cinder-block wall and stone floor in architect Jan Ruhtenberg's Colorado Springs home flatters rich wood tones of the Winter grand. The painting is by Cornelis Ruhtenberg.

You create a wider listening area when you place your piano between living room and dining room as decorator Mary T. Luscher did in the White Plains, N. Y., home of Mr. and Mrs. David Price. Modern spinet which is reminiscent of an old-fashioned square piano is a Chickering.





PHOTOGRAPH BY WILLIAM HOWLAND

Music while you work

Let music make work lighter for you: don't confine it to "serious" listening. Denver Architect Norton Polivnick enjoys it at any hour in his home workroom with a Zenith radio, a Lincoln record player, and an Acrosonic piano



PHOTOGRAPHS BY MAYNARD PARKER

To delight, but not distract

Keep "working" music simple and melodious, not too loud. Avoid vocal pieces. String selections are best, and familiar numbers are the least distracting. Try these for companionable listening:

The Moldau (Smetana)
Debussy Preludes
Capriccio Italien (Tchaikovsky)
Barcarolle (Offenbach)
Rosenkavalier Waltzes (Richard Strauss)
Rosamunde Ballet (Schubert)
Chopin Preludes
Grand Canyon Suite (Grofé)
Incidental Music, Midsummer Night's Dream (Mendelssohn)
Images (Debussy)
Tyrolean Dances (Schubert)





HOME OF MR. AND MRS. ELLIOTT LEWIS

Music while you eat



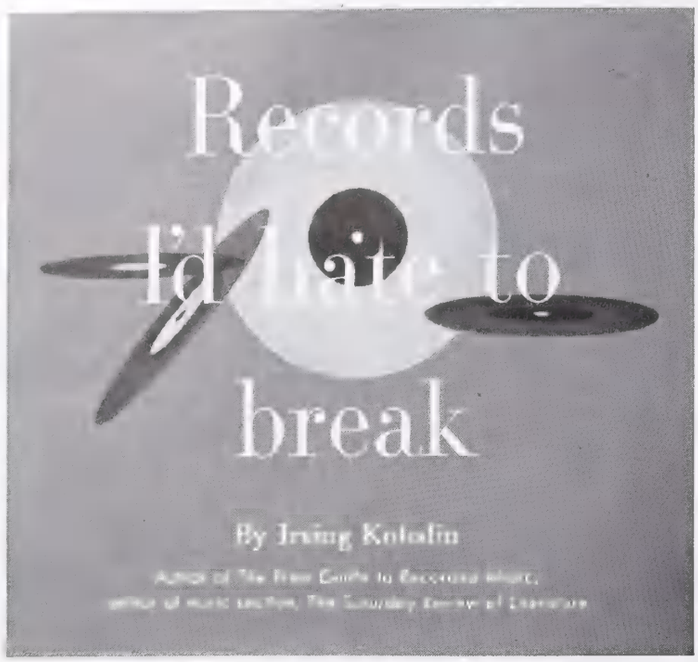
PHOTOGRAPHS BY GEORGE DE GENNARO

Good food is better with dinner music, especially if it can be heard in the kitchen, too. Architect Gerard A. Colcord planned this serving counter with a Fisher radio-record player in the right-hand cabinet. Philco TV set rolls out on casters

Dinner music should accompany, not intrude

Keep it soft enough so talking isn't an effort, but not so you must strain to listen. String music is traditional, as in collections by Selinsky, Harold Collins, Melachrino, and Romberg. We suggest you try:

Star Dust
If I Had You
A Pretty Girl is Like a Melody
Neapolitan Nights
Strauss Waltzes
Sleeping Beauty
To a Wild Rose
Waltzes by Wayne King
Ballet Egyptien (Luigini)
Tango du Reve



The last cigarette has been smoked. the last glass emptied. and now the last guest has departed. As in the aftermath of all parties, the air is thick with smoke. with unfinished phrases. unheard words. There are glasses to be gathered up and ash trays to be dumped. But. as everywhere that music abides. there are also records to be stacked and put away against another day.

My friends know that I have quantities of records they haven't heard and aren't likely to hear. so first of all they like to know "What's new?" I oblige them with a snatch of this. a movement of that. half an act of an opera. a quarter of a quartet. But sooner or later they fall into defenseless attitudes. and that is when they become prey to my favorites.

I freely admit that few are likely to be LP's. For me. a favorite is a recording that has survived the trial of time. of playing and replaying under varied circumstances. I couldn't begin to consider. as a favorite. a record that hasn't interested laymen as well as connoisseurs. Five years is a fair range of time for the merely "choice" to become a "favorite." And. after all. LP is still in its first half decade.

Without shame. I come out boldly to assert that it is the inimitable artistry of a *performer* which makes a record a favorite for me. It also has to do. almost inevitably. with the superb projection of a single sustained mood to a climax within a limited time span. It is a vignette. a capsule. a cameo. It is the hundred-yard dash in music. not the mile or the marathon.

One can honestly prefer this version of the G minor symphony of Mozart to that one. But can one say. as honestly. that there is a particular performance which is so good. from beginning to end. that it takes favor permanently over all others? I can cite you a favorite performance of one aria from *Don Giovanni*—"Il mio tesoro"—but not a favorite recording of the whole opera. Maybe it exists. but I haven't heard it.

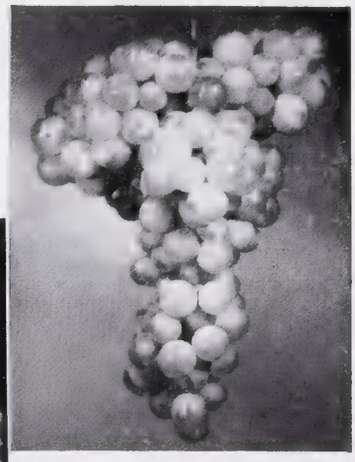
If the vocal peg I put in the musical map defines still another area of favor. it is largely because the voice of all musical instruments is the most personal. It varies (*Please turn to page* 104)

A new sound in the living room

The tinkling twang of the harpsichord, a familiar delight in 18th-century homes, died away when the resonant tones of the piano outrivaled it. Now it is heard again in American living rooms through the modern media of radio and recordings (see page 10). Though difficult for an amateur to play as it should be played, the instrument has a compact grace particularly appealing to decorators. But Mr. and Mrs. R. L. Samuels acquired this 18-century harpsichord not only because it rounds out their collection of antiques and makes a distinctive sofa table, but also because they love its music. The instrument is kept scrupulously in tune, always available for their musician friends to play.

PHOTOGRAPH OPPOSITE BY HANS VAN NES





Interlaken Seedless: Kelly Bros.

Lucky Strike zinnia: Germain's



How to look at a seed catalog

Throw away the rosy-tinted glasses and look for the facts that can help you decide what to grow. Before you open a single catalog this year, list exactly what you want plants to do for you

By Dr. Joseph E. Howland

Seed catalogs are written to persuade people to buy more than they need. They succeed fabulously well at this mission. Probably half the seeds bought each year are never planted. Certainly many gardens are horribly overcrowded because too many seeds (or the wrong kinds) were bought.

Smart gardeners never make these mistakes. They first list what kinds of plants they need—tall, short, fat, thin, climbers, spreaders, etc. Then they list special requirements—hardiness (to cold, wind, or drought), pest-resistance, fragrance, specific dates when flowers are wanted, seasonal foliage color, fruit display, etc. Some experts add the requirement that all plants must have interesting foliage textures and that the out-of-bloom appearance of the plant remain acceptable (no masses of seed pods or faded flowers).

After making this list the knowledgeable person turns to the catalogs. Now the enticing, generalized descriptions can't lead him into making poor choices. He knows exactly what he needs. Of course, he often finds that clearing away the non-specific information leaves him with many of his questions unanswered. Then he must rely upon his previous experience with related varieties to guess intelligently what the particular one described can do for him.

Of course, new varieties are "unknowns" even to the experts, although no real expert risks more than one trial planting the first year. Novelties serve mainly as bait to get people exposed (*Please turn the page*)

The new varieties shown here and on the next two pages are exceptionally fine, but don't order *any* plant unless it fits your specific needs. Know your needs, and know what various plants can do for you. Only then can you order intelligently.



Burpee Hybrid zinnia.



Hyperion daylily; Michaelmas daisy: Wayside.



deGraaff Hybrid lily: Totty's.



Yellow Pygmy marigold: Burpee.



Tall bearded iris: Cooley.



Indian Summer raspberry: Andrews.

PHOTOGRAPHS BY MAYNARD PARKER



Moraine thornless honeylocust: Siebenthaler.



Golden Delicious pear: Stark Bros.



Red-Rich everbearing strawberry: Krider.





Buccaneer may be the long-sought-for yellow rose that stays bright in hot weather. Armstrong Nursery.

←

You can create an exciting rose show on your terrace if you grow your roses in these handsome big clay pots. This is the 1953 "All-America." Ma Perkins.

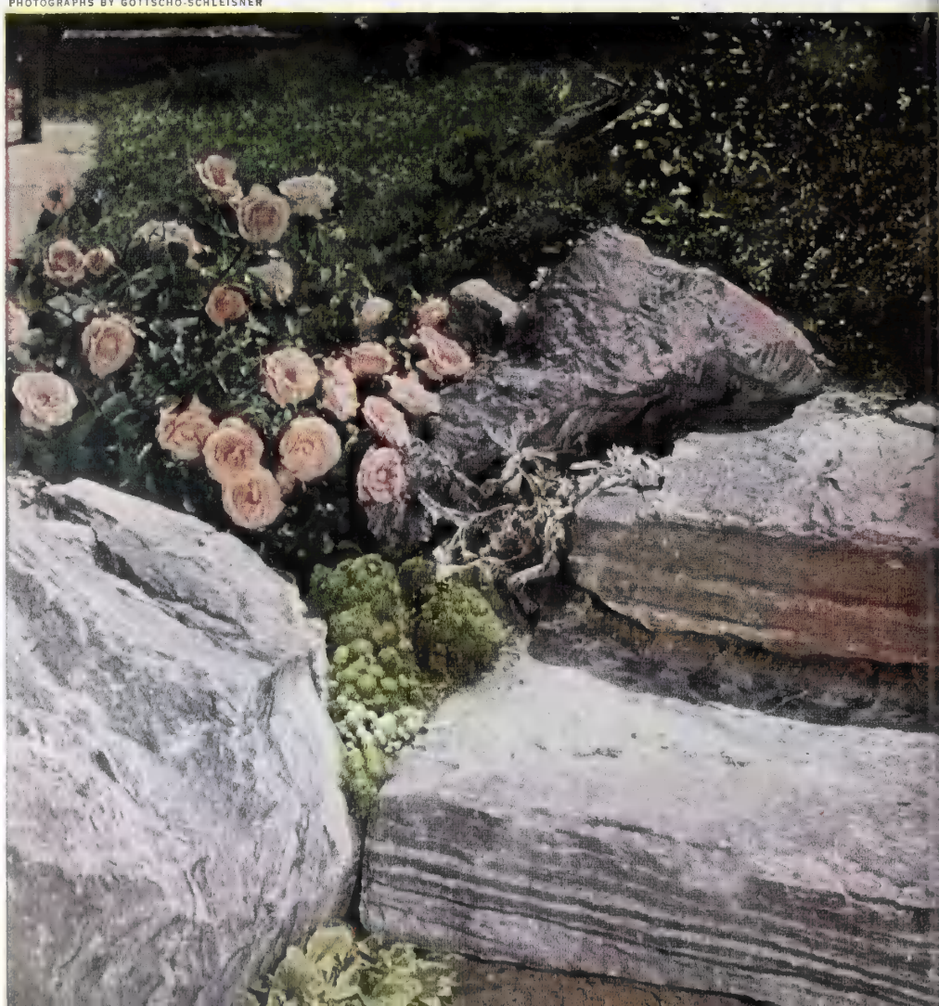
PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



Chrysler Imperial is your rose if you want fiery red blooms that last for days. 1953 "All-America." Germain's.

→

Ma Perkins is exceptionally sturdy (a cross between Red Radiance and Fashion, two of our hardiest). 1953 "All-America." Jackson & Perkins.



How to look at a seed catalog *continued*

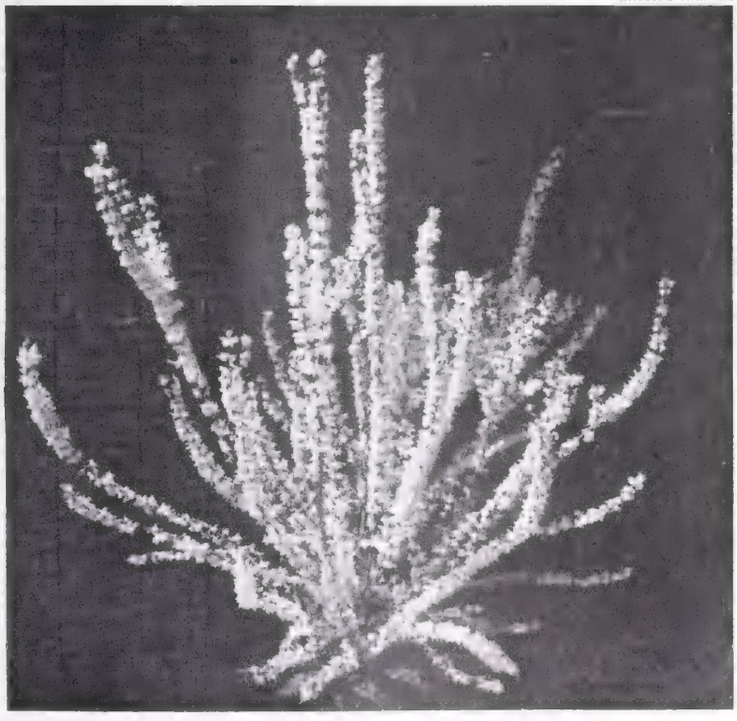
to the sales copy in the catalog. Few of the new varieties represent any major improvements except under special growing conditions. But if part of your fun in gardening comes from keeping abreast of the newest, they are a good buy for you.

You may be confused by references on nursery pages to "AAN grades." These refer to sizes of plants. "No. 1 roses", for example, must have three canes 15 to 18 inches long. Note that these requirements are specific. They replace the older, but still sometimes seen, grade designation, "2-year, field-grown." Probably 98 per cent of *all* roses meet this requirement when offered for sale, so this tells little of value.

The bulb pages in the catalogs have their own booby traps, such as listing tulips by circumference rather than by diameter. "Three-inch tulip bulbs" sounds big until you translate this into diameter—about ¾″, a size that can't be expected to produce flowers.

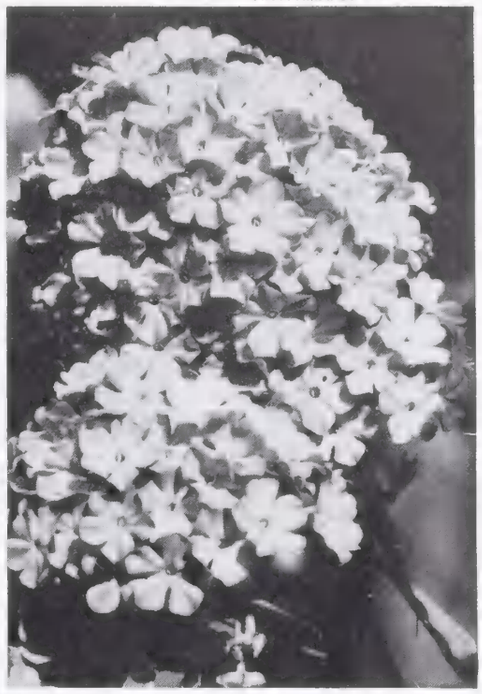
This year, be an informed user of seed catalogs. Know what you need; buy only what you can use.

WAYSIDE GARDENS



Lynwood Gold forsythia is the finest erect forsythia. It eventually gets 5 feet high unless you harvest the flowering stems each spring. Excellent as cut flower.

PHOTOGRAPH BY BRUCE KORFHAGE



Sir John Falstaff phlox should live for years without attention. Plants make a vigorous, robust growth. Blooms June to Sept. *Totty's.*



Hypericum Hidcote makes a twiggy little globe 18 inches in diameter, flowers all summer with these bright yellow "cups." *Wayside Gardens.*

More photographs on page 125

PHOTOGRAPHS BY ERNEST BRAUN



AFTER

Above you see the results of remodeling the old back yard below. Someone had once paved around the old cherry tree and erected a couple of board fences. But for years the yard had been little more than a place to pile trash. The new owners wanted to develop a pleasant place for their three children to play and for adults to sit and entertain. They wanted it neat, trim and easy to maintain, with plenty of plants, chosen for interesting foliage rather than flowers.



BEFORE

Garden designed by **Larry Halprin,**
Landscape Architect

See what $400 did for a tired back yard

Remodeling a back yard looks like such an ambitious project that many homeowners assume it must necessarily be expensive. So they go along for years without getting any real use from their outdoor space. Actually, it could be the most useful "room" in the house. Once this is recognized, the cost of remodeling takes on a new meaning. The William Watsons understood this. As soon as they bought the house with the tired back yard shown at the left, above, they called in a landscape architect. They asked him to create a roofless family room decorated with plants and sky—a place that could bring sunshine and fresh air (*Please turn to page* 122)

DO YOU REALLY NEED A PIANO?

CONTINUED FROM PAGE 76

i truments is indispensable to the d elopment of his ear. The crawler c the toddler may not seem to h r Mother when she sits down t the piano to play a gentle or s ightly tune, but the live music, r matter how primitive Mother's p formance may be, is making an i radicable impression on the c ld.

I know a home where the older c ld is learning to play the piano a l practices a bit every day—well, r rly every day. The younger c ld has seemed to be unaware of l brother's wrestling with the m sic, but lately the little one has i isted that he must have his prac- t e session, too. Each day, he must l deposited on the piano stool, a l his tiny fingers pound the keys i liscriminately. He is no Mozart i the bud, you may be sure; he d esn't make recognizable music, l t he has the precious sense of r ng, and the discordant sounds l evokes from the instrument fill j n with satisfaction.

S FOR the older child who is working toward a mild grasp of t e piano's mysterious secrets of s quence, its value to him is self- e dent. Admittedly, it is often a s uggle for him; admittedly, he l not grow into a Horowitz or Rubinstein. Neither point is im- r tant. The main thing is that he i picking up a smattering of the f ndamentals of music, that lan- g age which knows no boundaries a d which retains the power to stir a assuage our hearts as long as we l e. He is gaining experience in m king music for himself rather t an in listening only. I would g ess that the simple waltz he can p ay for himself will give him as m ch nourishment as some of the m sterpieces he may encounter in w wless performances by world- f mous virtuosos.

Studying the piano need not be a end in itself for the youngster. A little knowledge of music may g ve him more ready access to par- t ipation in other fields. The child w ll find it easier to hold up his h d in a choral group in the school o in the church. He may find that i is easier for him to tackle another i strument—a wood-wind or brass s so that he may become a mem- b r of a school band or orchestra. As children grow older, the piano c n become a focal point for gath- e ings of their peers. They may h ve companions who play other i struments, and they can join in homespun duets, trios, or quartets. If it is a pleasure to the youngster to feel that he has some command of the instrument on his own, it is a much greater joy to him to be able to use it in conjunction with his friends. Here again it doesn't matter in the least if the net result is something less than performances of concert quality. The boy who plays baseball with a school or neighborhood team need not have a major leaguer's polish to get a tremendous bang out of it.

The happiest families I know are those that have self-contained chamber music groups in their midst. Chamber music to some people has a forbidding intellectual aura. Perhaps it calls to mind such recondite and lofty works as Beethoven's last quartets which, by the way, have as much to tell us about the voyage of the human spirit as the messages of the greatest seers and philosophers.

But it is not my purpose to make a pitch for Beethoven or his last quartets; they have taken care of themselves for well over a century. What I am getting at is that all chamber music is not remote or difficult. Chamber music, after all, is music for the chamber, for the home; it is, in essence, family music. And there is an abundance of easy chamber music for all kinds of small groups to suit the resources of nearly every family unit. There is a lot of it without piano, but even more with piano. In most cases, the piano is at the heart of such music, and the very presence of such an instrument in the home can be the catalyst to bring the family around it.

IF YOU can't play, you can sing. So long as there is one member of the group who can pick out a simple accompaniment for a tune, the whole family can gather round and lift up their voices, trained, or untrained, in song. What matter the nature of the song? Popular tunes, college songs, folk songs or art songs, if that is your pleasure, are all within bounds. The thing is to make music together.

Do you need a piano? You may not think so, but I would bet that once you got it and began to use it constructively, you would find yourself and your family turning to it more often than to broadcasts and recordings. And I am certain that it would lead to an appreciation of unexpected values in the family itself.

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SEE HOW CREATIVE EMBROIDERY TIES TOGETHER ALL FURNISHINGS

CONTINUED FROM PAGE 57

LESSON No 6

By Mariska Karasz
House Beautiful's
Guest Needlework Editor

- *The Sheaf Stitch*
- *The Flat Stitch*

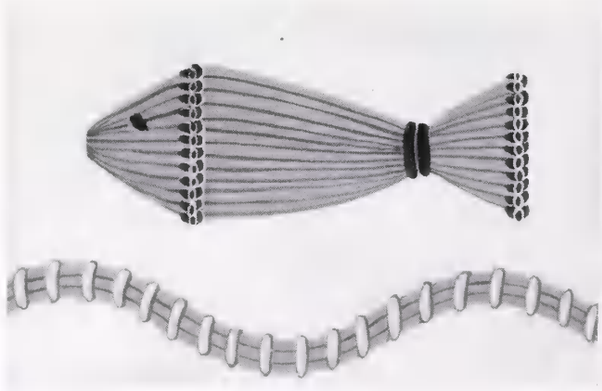
Instructions start on page 116

THE ARTS OF GOOD LIVING
CREATIVE EMBROIDERY

You have seen how the stitches that form the "Skeins" print on the draperies in the Pace Setter TV-Study-Guest room inspired the embroidery on the blanket and pillowcase and the towels in the adjoining bath. You can use this same kind of creative embroidery to unify your own furnishings. You don't have to be a professional. You only need patience to learn a few basic stitches, and enough daring to give self-expression to your own inherent talents. Would you guess that the intricate Pace Setter design is made from only two stitches? The background is the flat stitch, known to anyone who has ever darned a sock. The sheaf motif is really two elementary stitches plus a knotting stitch. Mastery of these is easy, and the results showy.

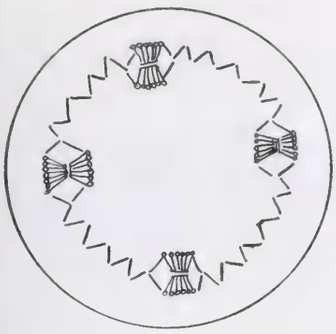
More puzzling is learning how to place a design on your material, how to scale it. This skill grows with experience and experimenting with the many examples we have shown. In your zeal for the creative, keep sight of the practical. Use fast-dye and shrink-proof wool yarns for wool blankets, color-fast cottons for washable pillowcases and mats. On towels, keep your stitches compact to avoid snagging.

Now turn to page 116 and see how easy it is to learn the stitches. One evening's practice and you're set to go!



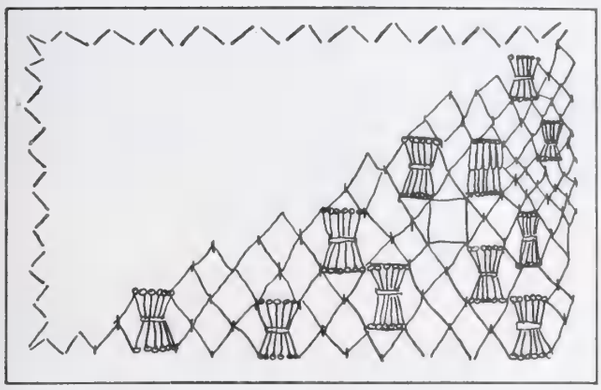
SKETCH BY CATHERINE SCHOLTZ

Here the sheaf stitch is made to look like a fish. Use a procession of these above a ripple of two-toned couching to border your bath towels, or a single one on a wash cloth. Instructions on page 116 tell how to vary the sheaf stitch in order to give this effect.

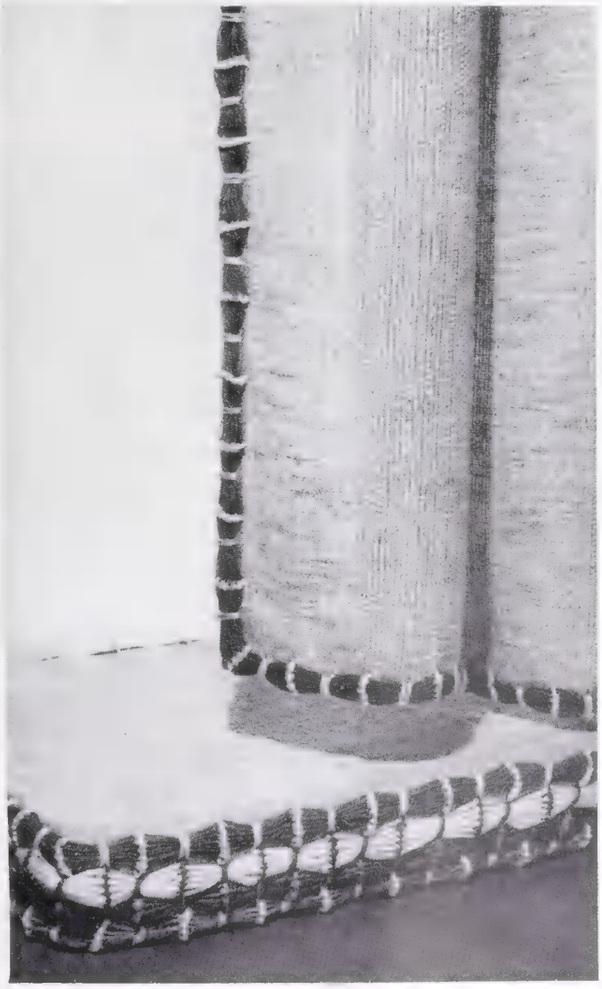


You can make a border for a round surface by combining the sheaf stitch with a simple zigzag version of the flat stitch. The sheaf motifs may also be worked end to end around a circle to make a more solid border.

TWO SKETCHES BY ELIZABETH D. LOGAN



Note pattern placement on rectangular surface. See how the different scaling and variations in tightness of sheaves free motif from static uniformity and add perspective to design.

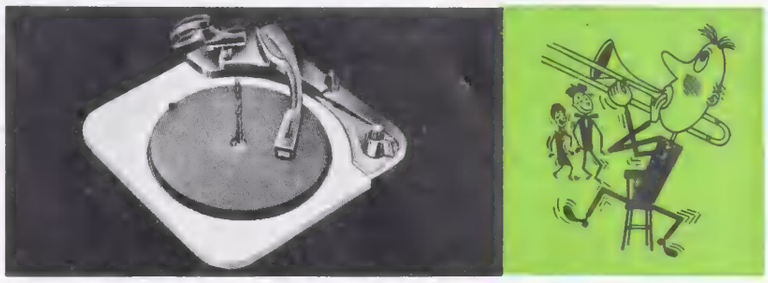


Here the sheaf stitch is unifying motif for both curtain and pillow. On curtain, two tones of wool and jute act as both hem and border. On boxing for pillow, common twine makes one of the borders. Notice rich texture of bold, close-worked sheaves.

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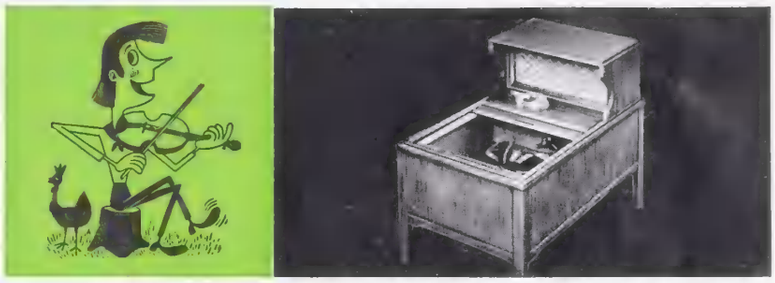
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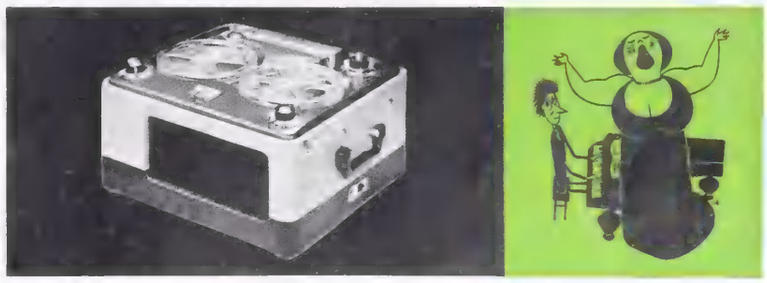
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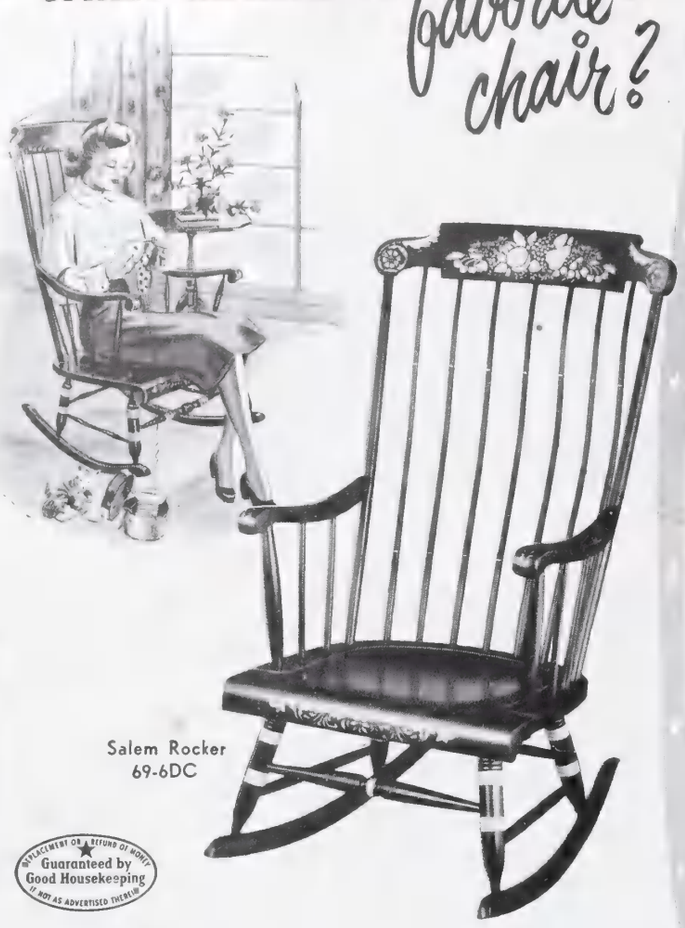
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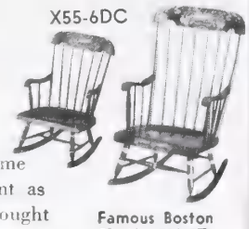
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PACE SETTER

A NEW KIND OF ROOM— THE TV-STUDY-GUEST ROOM

CONTINUED FROM PAGE 54

PHOTOGRAPH BY EZRA STOLLER



One of the most important trends in modern architecture is to do away with narrow halls that are dark and used only for traffic. Space costs too much these days for that. Thanks to sliding, disappearing walls, a hall can be used as part of a room until the need arises to cut it off. This aids ventilating, improves day-lighting.

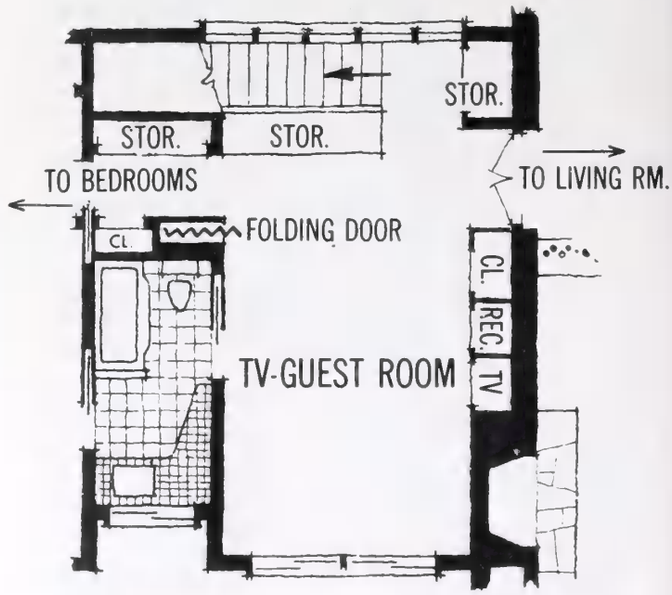
This is really a new kind of room. It's new because it is a second living room, geared to take traffic out of the living room, centrally placed in the plan, yet detachable on demand.

The key to its detachability is the Modernfold door, which nestles in a wall-pocket out of sight unless wanted. You see it above, going into position to cut off the hall as it would be used for privacy. The rest of time it is out of sight, mak ing for ideal light and ventilatin conditions in a room that woul otherwise be a one-exposure pocke of a room.

Furnishings, equipment, and ma terials used in this triple-purpos room are:

Furniture: Trundle bed, lamp ta ble, coffee tables, upholstered chai

(*Please turn to page* 94)



This fragment of the Pace Setter floor plan shows how the TV-Study-Guest Room is an "open" room most of the time. Hall space has been thrown into the room itself, making it larger visually and actually. It is perfect on the counts of day-lighting and cross-ventilating. A solid partition would have created a second-rate room.



Photograph above shows the portion of the room which is actually the traffic-way. Furniture arrangement is kept out of this walk-way so, when folding partition is closed, nothing has to be moved. Wall pocket for Modernfold Door is at left of open doorway, concealed by narrow wooden door. Stairway to basement at right of counter.

PHOTOGRAPHS BY MAYNARD PARKER



Here you see the "curtain partition" partially pulled out of its wall recess. It hangs entirely from ceiling, eliminating need of floor tracks, so the convertible nature of the room is not apparent when the partition is out of sight. This solution is growing in acceptance all over the country, promises to spread still faster.



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A NEW KIND OF ROOM— THE TV-STUDY-GUEST ROOM

CONTINUED FROM PAGE 92

all "Hastings Square" group in walnut, designed by William Pahlmann, Grand Rapids Bookcase & Chair Co., Grand Rapids, Mich. Antique desk, Zoleo & Co., New York, N. Y. Desk chair, Jarvis House, New York, N. Y. Upholstered bench, French & Company, New York, N. Y.

Fabrics: "Skein" drapery fabric designed by Mariska Karasz, and all upholstery fabrics, F. Schumacher & Co., New York, N. Y.

Bedding: Blue blanket, Chatham Mfg. Company, Elkin, North Carolina. Embroidery designed and executed by Mariska Karasz, New York, N. Y. Yellow sheets and pillow case, Cannon Mills, N. Y. C.

Flooring: "Kencork." Kentile, Inc., Brooklyn, N. Y.

Television-radio-record player: Custom installation in plywood cabinet, Magnavox Corp., Fort Wayne, Indiana.

Wall covering: Visayan wallcloth made in the Philippines, C. W. Stockwell, Los Angeles, Calif.

Accordion door: "Modernfold," New Castle Products Co., New Castle, Indiana.

Counter top: Surfaced in wood-plastic laminate. "Genuwood," Parkwood Corp., Wakefield, Mass., using blond limba veneer, Roddis Plywood Corp., Marshfield, Wis.

Windows: Aluminum frame sliding windows, Glide Windows, Inc., North Hollywood, California.

Paints: "Nu-Hue" custom finish, The Martin-Senour Co., Chicago

Hardware: All knobs and catche on custom television-radio-recor player installation, storage counte and closets, National Lock Co. Rockford, Ill. "Dorflo" sliding doo hardware, Dorflo Manufacturin Corp., Hibbing, Minn.

Plywood: Blond limba on ceilin and storage cabinets, Roddis Ply wood Corporation, Marshfield, Wis consin.

Supplementary heat: Unit for cir culating fireplace heat, Heatilato Inc., Syracuse, N. Y.

Cigarette lighters: "Senator" woo grain lighters, Ronson Art Meta Works, Newark, N. J.

Lamps: "Java Bells" lamp, Lamp Craft Studios, New York, N. Y Floor lamp: Nessen Studio, Inc New York, N. Y. Lamp on desk Ward & Rome, New York, N. Y

Lighting fixture: Wall fixture ove counter designed by Paavo Tynel Finland House, New York, N. Y

Art: "Arabesque" over desk an "Cat Walking Through Grass" ove bed, both by Virginia Banks, cou tesy of Grand Central Moderns New York, N. Y.

Accessories courtesy of: Desk se Smith & Watson, Inc., N. Y. C Gray and black marble box o desk, Sophie Mavro, New York N. Y. Pencil holder, Frank Par ridge Inc., New York, N. Y. Meta bound box, Flint & Bradley, Ne York, N. Y. Wood and stone cig rette box on lamp table, Wor-d Klee, New York, N. Y.

House Beautiful Regrets

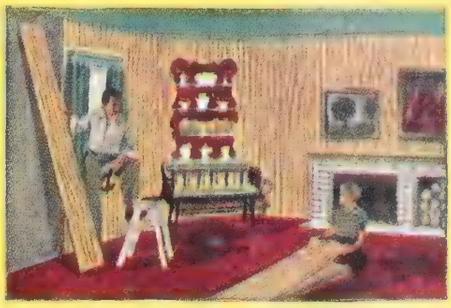
Since the Pace Setter House is now occupied by its owners, we cannot invite the public to visit it. The house will not be open for inspection.



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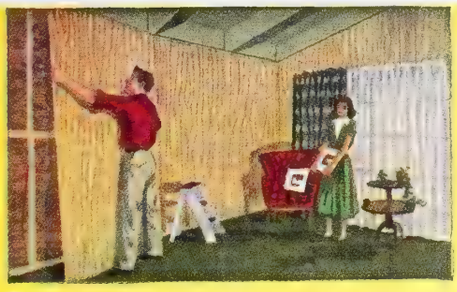
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Kitchen with a corner on beauty... in House Beautiful's New Pace-Setter House. What a layout for breakfast, brunch or just a snack! And what wonderful taste in a floor!

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FLOORS AND WALLS

The adjoining bathroom

CONTINUED FROM PAGE 56

The guest bathroom, which is also a powder room, was achieved in only 5′ x 10½′ space. Study plan on page 92

The fixtures, materials, and accessories used in the guest bathroom at the Pace Setter house are listed below:

Tile: Floor, counter and walls. The Mosaic Tile Co., Zanesville, Ohio.

Fixtures: Bathtub, lavatory, water closet, and shower fittings. Kohler Co., Kohler, Wis.

Miami medicine cabinets: Miami Cabinet Division, Philip Carey Mfg. Co., Middletown, Ohio.

Electric ceiling heater: "Heat-a-Lite," NuTone, Inc., Cincinnati, O.

Obscure glass panel: "Luminex," Blue Ridge Glass Corp., Kingsport, Tennessee, division of Libbey-Owens-Ford Glass Co., Toledo.

Glass panel frame: G. M. Ketcham Mfg. Corp., Brooklyn, N. Y.

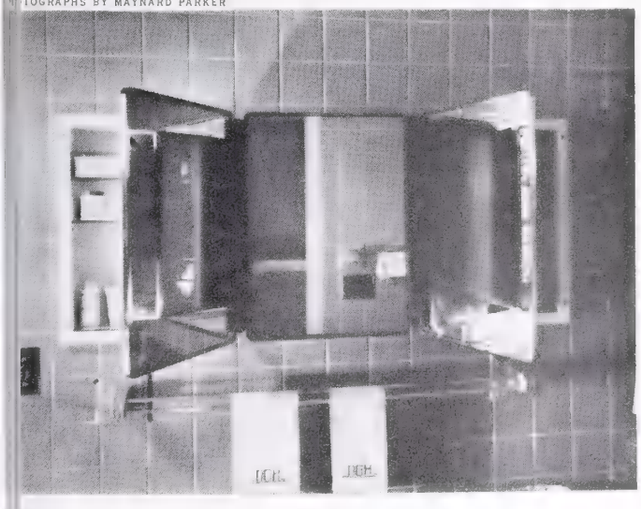
Shower curtain: "Ripple" Koroseal Curtain, Joseph A. Kaplan & Sons, New York, N. Y.

Towels: Brown and russet towels and bath mat, Fieldcrest Mills, New York, N. Y. Embroidery on towels designed by Mariska Karasz, New York, N. Y. Beige linen hand towels on counter, Block House Linens, Oak Grove, Oregon.



Every square inch and cubic inch of space has been put to work in this bath. The tub-shower is made to seem larger than it is by a glass partition at foot of tub. Note the towel bar and shelf over the toilet area.

PHOTOGRAPHS BY MAYNARD PARKER



A three-way mirror (so you can see back of your head and profile) has been achieved by three stock medicine cabinets from Miami Cabinet Division of Philip Carey Mfg. Co. Trick is to order one hinged on right, one on left.

Curtain fabric: "Bemlon" stripe, Titus Blatter, New York, N. Y.

Cabinet hardware: National Lock Co., Rockford, Illinois.

Window: Aluminum frame sliding window, Glide Windows, Inc., North Hollywood, California.

Paints: "Nu-Hue" custom finish, The Martin-Senour Co., Chicago.

Accessories courtesy of: Textured-ash bowl holding soap, America House, New York, N. Y. Italian pottery cup, muffineer for powder, Italian marble powder dish holding puff, and sponge holder, all Mottahedeh & Sons, New York, N. Y. Round marble covered box, Sophie Mayro, New York, N. Y. Papier-maché plate, Gotham & MacLaughlin, New York, N. Y. Terra cotta colored Wedgwood bowl holding flowers, Roslyn Rosier, Town & Country, New York, N. Y.

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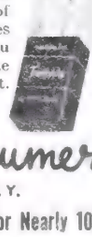
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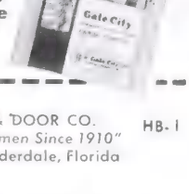
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CITY _____ STATE _____

EVERY FAMILY NEEDS AN ALL-OUT PLAYROOM

CONTINUED FROM PAGE 58

Here is a list of the furnishings and materials which were specially chosen to take a beating from family activity in the Pace Setter playroom:

Furniture: Extension dining table, extension coffee table, cupboard-chest, spindle-back settee and chairs, all "French Farmhouse," Old Hickory Furniture Company, Martinsville, Indiana. Antique chest-table, French & Co., New York, N. Y.

Fabrics: All curtain and upholstery fabrics, Louisville Textiles, Inc., Louisville, Kentucky.

Flooring: "Amtico" rubber tile, American Biltrite Rubber Company, Trenton, N. J.

Walls and ceilings: Gum plywood, Roddis Plywood Corp., Marshfield, Wisconsin.

Windows: Wood frame windows, Andersen Glider sash, storm sash, and screens, Andersen Corporation, Bayport, Minnesota.

Weatherstrip: Sliding door weatherstrip, Accurate Metal Weatherstrip Co., New York, N. Y.

Paints: "Nu-Hue" custom finish, The Martin-Senour Company, Chicago, Illinois.

Hardware: Lock sets and hinges, P. & F. Corbin Division, The American Hardware Corp., New Britain, Connecticut.

Lighting fixtures: Lightolier, Inc., Jersey City, N. J.

Lamps: Tall ceramic lamp and shade, Lamp-Craft Studios, New York, N. Y. Stiffel brass lamp, courtesy of Lord & Taylor, New York, N. Y. Wicker table lamp and shade: Moszkowski Studios, Chicago, Ill.

Electric organ: "Spinette," The Rudolph Wurlitzer Co., North Tonawanda, N. Y.

Radio-phonograph: French Provincial, Magnavox Corporation, Fort Wayne, Indiana.

Television: "Metropolitan" tab model, Magnavox Corp., Fo Wayne, Indiana.

Motion picture projector: "Fil osound," Bell & Howell Co., C cago, Illinois.

Movie screen: "Pict-O-Screen Radiant Manufacturing Corpor tion, Chicago, Illinois.

Cigarette lighter: "Senator" wo grain, Ronson Art Metal Work Newark, New Jersey.

Sculpture: "The Phalanger Grou by Betty Davenport Ford, courte of Dalzell-Hatfield Galleries, L Angeles, California.

Game kit: Courtesy of Abercromb & Fitch, New York, N. Y.

Clock: "The Glance" hanging wa clock, Seth Thomas Division, Ge eral Time Corp., Thomaston, Con

Framed print: "The Weddin Feast" by Peter Breughel, courte of F.A.R. Gallery, New York, N.

SEE THE WORLD AT HOME—ON FILM!

CONTINUED FROM PAGE 63

sound and picture quality. 16mm. films give all you could ask for in home entertainment. The more care you use in selecting and running your 16mm. projector, the better and more professional the results will be.

Cost of a 16mm. sound projector ranges from about $350 for a good machine with sound amplifier in the same case to about $550 for a heavy-duty machine with a separate and larger amplifier. Sixteen-millimeter sound projectors can also show silent films, a particular convenience for those who have their own 16mm. cameras for homemade movies of vacation travels and family get-togethers.

A good-size movie screen with collapsible stand costs ten to thirty dollars, depending on size, material, and intricacy of design. A permanently installed roll-up screen is considerably less expensive and can be made to order to fit like a window-shade atop a wide window or beneath a valance where it can be rolled out of sight. Both screen and projector can be purchased from local commercial dealers, usually listed in the yellow pages of the telephone book under "Motion Picture Equipment."

The dealer should be able to give you home demonstrations of several different projectors, as well as all the instruction you may need in operating them. Running a 16mm. projector is little more than child's play. As a matter of fact, many youngsters have already taken over the job of projectionist at school, and your own children may be your best instructors.

In buying a 16mm. projector, it is best to test it first in the room where films will be shown most often—the living room, basement play room, library, or den. Preferably it should be a room that can easily be darkened, and one that is more oblong than square, to give a long "throw" of the projected picture (and thus a larger picture), as well as for better seeing, hearing, and seating arrangements.

For summer evenings, a fine variation on the drive-in theater is movies in the back yard. It is just like indoor projection except that you need a long extension cord to make the electrical connections. Experts say that both picture an sound are magnificently thrillin on a quiet warm evening in th open, and musical films seem pa ticularly appropriate to the occa sion. It would probably be a goo idea to check first with loca authorities to be sure that thes pleasurable activities will not b disturbing the peace, and courtes would seem to require that yo invite the neighbors.

The point I am making is tha you can show 16mm. films any where you choose, just as long a there is a socket to connect to Your local 16mm. film equipmen dealer is the man to help you selec and set up the projector, and if h is a good business man he will giv you all possible assistance in put ting it to good use.

What about the films? Wha kinds are available, where, an how? Most of the answers to thes queries can be found in a neat littl pamphlet compiled by the U. S Office of Education and entitled "A Directory of 2002 Sixteen Milli meter Film Libraries." The pam phlet costs only 30¢ and is available from the Superintendent of Docu

nts, U. S. Government Printing ce, Washington 25, D. C. In it a listed a variety of film rental rces, among them many of the ne commercial 16mm. dealers o sell (and often rent) the pro- tion equipment. Also in the list, prisingly enough, are the film partments of many universities all colleges, industrial and public- vice sponsors, museums, govern- nt agencies, public libraries, all, of course, the large national n distributing companies. For inkling of what they offer, here a breakdown of one handful of 24 16mm. libraries in Detroit— Engleman Visual Education vice (with about 1,200 enter- nment, educational, religious, d sponsored films); the General ctric Company (50 advertising l educational films); Ideal Pic- es Corporation (about 6,000 en- tainment, educational, religious, l sponsored films); the Method- Publishing House (about 1,500 ns, primarily religious); and n American World Airways elve travelogs). These half- en libraries offer more than 00 films to borrowers and renters and around Detroit.

Although the major centers of nm. distribution are New York, icago, and San Francisco, most ge cities have an ample supply films right at hand, and there at least several libraries in the otest states. Whenever possible your films from local or near-by rces. One good reason, aside m the obvious convenience, is t you can make your interests l tastes known to them, with ry expectation that they will nt to keep you a satisfied and stant customer. Until you have rned the finer points of the ne, it is helpful to be able to y on a professional's assistance selecting films.

Another way of getting informa- n about the quality of various nm. films is through books, iodicals, and miscellaneous pub- tions.

MANY public libraries collect this kind of material and main- n special film information cen- s to help 16mm. users locate and ect films for home and other non- atrical uses. These centers can of invaluable help to you in the ly stages of film planning, and n also keep you up-to-date on the ndreds of new titles released on nm. film each year. If the public rary also has its own films to tribute, so much the better.

You will discover that each 16- n. library has its own reasons for circulating films. Some are frankly for advertising or promotion; some are educational or public-spirited, while others are purely commercial. Each has its own kind of movies or a combination of kinds. And each has its own terms of availability, ranging from free to as much as $60. It is difficult to explain why there is so large a difference in rental price for films. There are the free business-sponsored films which understandably are circulated as widely as possible as part of a general advertising or public-relations program. Then there are the colleges, museums, and other educational agencies which specialize in information films which they rent out at moderate prices. Some specialized organizations like health departments and public libraries distribute many of these same films without charge as part of their public-education programs. The feature films, which are rented almost exclusively by commercial 16mm. libraries, range in price from about $2.50 for an old western to as much as $60 for a specialized art film like "The Titan."

WHAT do I like? Well, without hesitation I find that my all-time favorite is still the wonderful Eskimo adventure film, "Nanook of the North." Generally considered the first documentary film of significance, it is a truly remarkable experience — exciting, beautiful, heart-rending, and at times hilariously funny.

Robert Flaherty photographed "Nanook" on one of his expeditions to northern Canada in the 1920's, and with his special genius he made what might have been a temporarily interesting travelog into a screen epic that has been loved by children and adults all over the entire world. It is a film which does not grow old or lose its charm. Like all worth-while films, it can be seen over and over again, and enjoyed increasingly each time.

"Nanook of the North" is distributed nationally by Athena Films, 165 West 46th Street, New York 19, N. Y. (For addresses of other distributors mentioned in this article, see the concluding note.)

For out-and-out laughs, there is W. C. Fields' masterful spoofing in "My Little Chickadee" with Mae West, and "The Bank Dick" (both United World Films). A number of old Chaplin two-reelers are available, including "The Immigrant," "The Cure," and "Easy Street," as well as his longer "Burlesque on

(*Please turn the page*)



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SEE THE WORLD AT HOME—ON FILM!

CONTINUED FROM PRECEDING PAGE

Carmen" (available from Brandon, Contemporary, and others).

For haunting glimpses of people in distant lands few films surpass the French feature "Farrebique" (Brandon); the British documentary "Song of Ceylon" (Contemporary); and the short educational film "Nomads of the Jungle" (United World).

I pause here to add that in my opinion a film need not be handicapped by the description "educational." If it is truly original and exciting, and if at the same time it tells you things you want to know about, then it is merely a good film. Thus I can easily recommend films like "Realm of the Wild," about American wildlife; "High Over the Borders," about bird migrations; and "The Adventures of Chico" a thrilling 60-minute film about a Mexican boy and his animal friends. All three are available from a large number of local 16mm. libraries at modest rates.

As good examples of free sponsored films there are the Ford Company's "American Cowboy" and P. Lorrilard's "Fallen Eagle" (the latter from Shilin Productions). Both are photographed in exceptionally beautiful color. For a serious approach to music, there is "Hymn of the Nations" (widely available); this is Arturo Toscanini's only motion picture performance and an unforgettable experience. In art "Grandma Moses" (A. F. Films) should delight and inspire almost every audience.

Then there are endless reels of cartoons, comedies, westerns, musicals, and mysteries—many of them the very ones that have been shown in movie theaters.

ALMOST every sports activity you can think of has in some way been recorded on film—baseball, football, boxing, tennis, golf, sailing, right down to the soap-box derby. This should keep fathers and sons well contented. For parents there are a number of absorbing and entertaining movies on various phases of child care and development, reflected in such titles as "Why Won't Tommy Eat?" and "The Terrible Twos and the Trusting Threes" (both National Film Board of Canada), and "Your Children and You" (British Information Services).

Films of these kinds can be put to an infinite variety of good use—entertaining a club group, raising money for church activities, discussing teen-age problems with parents and teachers.

Selecting cartoons and fairytales for children's programs is not quite as pleasant a task as it should be. For the most part these films are fairly routine and drab. This is only my unchildish opinion; I must add that children always seem enthralled with whatever is shown them along these lines. The best children's films I have seen are a group of British features ("Bush Country Adventure" and others, available from United World Films), and a few miscellaneous shorts such as "The Loon's Necklace" (Encyclopedia Britannica Films), both of which are every bit as exciting as any rootin'-tootin', stick-em-up thriller.

THERE are other excellent films, but they must be singled out from the host of mediocre ones. The fact that your home movies can be hand-picked is, after all, one of the big advantages of showing 16-mm. films. It is all too easy to see bad films on television and in the movie theaters.

This brings us to the matter of ordering the films for your programs. If there are a number of good film libraries right where you live, you can be reasonably certain of getting a worth-while film even at the last minute. But if the film must be obtained from out-of-town, you should request it at least several weeks ahead of time. An estimated 150,000 to 200,000 16mm. projectors are in use throughout the country, and the number increases each month. Don't be surprised to find some films booked up for months in advance. Regularly planned screenings help you keep to a schedule. I show films every Friday evening. Having these regular showings makes it pleasanter for me, for the offices I get the films from, and for my friends who like to know that they can see movies if they drop in any Friday.

Proceeding from this informal arrangement, there is the more ambitious possibility of having regularly scheduled programs once or twice a month, with regular "subscribers" pitching in five or ten dollars each to cover a season of rentals. The amount of money to be collected depends, of course, on the number of people involved and the extensiveness of the program. Using low-rental or free films will bring the per capita cost to a negligible minimum. If, however, you have expensive taste in movies, you must pay for it. Whatever you show or however much the members contribute, it is important that the majority of the group live near enough so that they can easily get to the programs even in bad weather. If your best friends live miles away, don't count on them as regular patrons.

Getting started with your own 16mm. programs is bound to be perplexing at first. There are so many films, and so many places to get them from. But the good part is that you are boss. You see what you want to see when you want to see it. Who knows but one day you may hear yourself saying, "Let's show a movie!" quite automatically, without thinking twice about it.

NOTE: For a free list of qualified 16mm. equipment dealers, write to the National Audio-Visual Association, 2540 Eastwood Avenue, Evanston, Illinois.

Films mentioned in this article are available from the following national distributors, as well as from many local 16mm. libraries throughout the country:

A. F. Films, 1600 Broadway, New York 19, N. Y.

Association Films, 347 Madison Ave., New York 17, N. Y.

Athena Films, 165 West 46th Street, New York 19, N. Y.

Brandon Films, 200 West 57th Street, New York 19, N. Y.

British Information Services, 30 Rockefeller Plaza, New York 20.

Contemporary Films, 13 East 37th Street, New York 16, N. Y.

Encyclopedia Britannica Films, Wilmette, Illinois.

Ford Motor Company, Film Library, 3000 Schaefer Road, Dearborn, Michigan.

Ideal Pictures, 65 E. South Water Street, Chicago 15, Illinois.

International Film Bureau, 57 E. Jackson Blvd., Chicago 4, Illinois.

Museum of Modern Art Film Library, 11 West 53rd St., N. Y. C. 19.

National Film Board of Canada, 1270 Avenue of the Americas, N. Y.

Shilin Productions, 450 West 56th St., New York 19, N. Y.

United World Films, 1445 Park Avenue, New York 29, N. Y.

HERE'S ALL YOU NEED FOR HI-FI

CONTINUED FROM PAGE 72

Beethoven and the score of *Pal Joey* with all the clarity and brilliance heard in the concert hall and the theater. In the earlier days of high-fidelity the prefix "high" was associated with the intensified hearing of the high or treble end of the sound spectrum: the more shrill a tone a set gave off, the higher fidelity it was taken to be. Dogs are said to be able to distinguish more high frequencies than humans, and one audiophile is said to have obtained so high a frequency response from his equipment that not even his dog could hear it!

THOSE days are over, however. Nowadays, the best modern recordings, played over a high-fidelity system, can, under happy circumstances, turn a living room into the equivalent of a box seat placed at the shoulder of Mitropoulos, and bring Elizabeth Schwarzkopf's lovely voice intimately close.

Actually, the high-fidelity movement has had the support of eminent conductors and musicians for many years. One of the very first to campaign publicly for better sound engineering standards was Leopold Stokowski who, back in the mid-Thirties, became greatly dissatisfied with the way his orchestral concerts were being received over home radios. These radios, he announced, and phonographs, too, did not produce the entire tonal range of his orchestra and, as a result, Bach, Beethoven, and Brahms were being debased. The spread of musical culture was being hindered. Broadcast and recording equipment, he stated, were inadequate.

Because of limited *frequency range*, bass notes came out muffled or boomy, and high tones sometimes didn't emerge at all. Orchestral color was lacking, and the dynamic range (from softness to loudness) was narrow. The reproduced music was liable to be racked by all sorts of extraneous noises: buzzes, hum, howls, wows, quavers, and shrieks. The time had come for a change, Stokowski contended, and in many thousands of American homes that change is now a reality.

But the common garden variety radio-phonograph now in use in some twenty million homes is not considered up to high-fidelity standards by electronic experts and musicians. Custom high-fidelity systems (often no more expensive) have an easily discernible edge over the familiar radio-phonograph. One reason for this is that manufacturers have often cut down on the cost (and quality) of the chassis and concentrated instead on the cabinet work. Some manufacturers feel that the public must first, paradoxically, become accustomed to more realistic sound in the home before it can be given high-fidelity on a mass scale.

Perhaps this explains why FM radios with their vastly superior reception are not supplanting AM sets with quite the speed that was forecast some ten years ago. Over the years, it seems, some "low grade" aural habits have become firmly entrenched, and a good many Americans now *like* boomy bass tones and cut-off highs.

Organizations like RCA have made a number of tests on this matter, and the latest and more cheering word (to the audio field) is that upon acclimatization to wide tonal range, high-fidelity is preferred. In response to this, the sound revolution is proceeding slowly, but it proceeds. Oddly, it is an ally from a quite unexpected quarter, television, that is giving a boost to the revolution.

Television receivers utilize FM sound, a broadcasting system that allows a wide tonal and dynamic range and freedom from static and distortion. Generally when a TV set has a large and well-designed loud-speaker, the sound quality is very close to high-fidelity standards. Old-style radios and phonographs tend to sound tinny in comparison. Often enough these days, it is the TV set owner who explores the possibilities of better phonograph and radio reproduction.

High-fidelity can be obtained in two ways. A few firms such as Stromberg-Carlson and Fisher Radio Corporation are now making combinations of a custom type that give excellent performance. These can seldom be purchased for less than $500, and some go as high as $1,500. The largest boom, however, has been in the manufacture of components—loud-speakers, amplifiers, pick-ups, etc.— which can be easily assembled and plugged together, and which provide fine radio and record reproduction.

Much claim has been made by audiophiles for the theory that a group of such components can be purchased for about one half

(*Please turn the page*)

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HERE'S ALL YOU NEED FOR HI-FI

CONTINUED FROM PRECEDING PAGE

the cost of an all-in-one combination of comparable quality. A closer examination finds this claim somewhat exaggerated, for high quality components are on the expensive side, and the cost estimates usually don't include the cabinets. Most high-fidelity experts are agreed that a quality "home music system" cannot be purchased for less than $300, and this figure is usually exclusive of the crudest form of cabinetry. Systems of the highest quality may cost upward of $1,500 and can run to several thousand. It is true, however, that a cycle of diminishing returns sets in once the cost exceeds $700 or $800. The refinements, in other words, with each additional dollar spent, are close to being inaudible.

The homeowner who contemplates a switch to high-fidelity soon finds there are a number of theories as to what constitutes the best type of high-fidelity system. One factor that complicates his eventual choice is what is literally the wealth of perfection in the equipment from which he can choose. There are at least a dozen firms that specialize in high-quality amplifiers. A number of other firms make excellent loud-speakers. There are four or five good pick-up types from which to choose.

After examining and listening to a number of systems offered by suppliers of the components (which are now established in almost every large city), one finds at least a basic group of components that will take advantage of the riches residing in recorded and broadcasted music:

A coaxial loud-speaker, twelve or fifteen inches in diameter. There are at least six first-rate makes of speakers, ranging from approximately $50 to $200. The enclosure for the speaker can be of the bass reflex, corner, or folded horn type. Speakers can also be built into a wall, a closet, or a stair-well, obviating the need for an enclosure. But an expert's advice should be sought for any unusual placing.

An amplifier. This component is sometimes known as the "heart" of the system. A satisfactory amplifier provides separate bass and treble tone controls, volume and loudness control, inputs for various pick-up types. Part of the amplifier system is the *pre*-amplifier. This is built into the amplifier in some types, and in others is a separate component. The pre-amplifier is necessary if one is to use the most modern and efficient pick-ups, those of the magnetic type. An amplifier and pre-amplifier of excellent quality will range in price from about $100 to $200. A budget amplifier of good quality can be found in the $50 price range.

A record player. This may be either a changer mechanism or one of the manual types. Record changers play all three speeds of records now in use. A three-speed manual player is generally considered less likely to develop wows and rumble with long usage, but its pick-up arm is sold separately and the whole combination takes up more space. To get maximum fidelity from records a *magnetic* pick-up cartridge should be used. The needle (or stylus, as modern terminology insists upon) should be of sapphire or diamond. While diamond styli are considerably more expensive than sapphire, they stand up to wear for a much longer time and are thus less likely to damage record grooves.

Since a worn needle introduces its distortion gradually, the ear may not discern it for a time, and records can be harmed before a new stylus is installed. Many users find that diamond styli last from one to three years, while it is unlikely that a sapphire would be serviceable for more than two or three months. Record players, including pick-up arm and cartridges run from $50 to about $150.

An AM-FM radio tuner. There are several good makes of tuners, ranging in price from about $80 to $175.

A few admonitions may be helpful when selecting the above equipment. One's own ear is the best final judge, for, after all, each manufacturer incorporates *his* idea of high-fidelity performance in his product. Most distributors have a demonstration room where each component can be listened to and compared with one of another make. The parts selected should always be hooked up together and listened to as a unit, to avoid the contingency known as "mis-matching." A thousand dollars spent carelessly has been known to provide the customer with what high-fidelity experts call a "shrieker." There are two good guides in book form for selecting the best equipment. One of these is C. G. Burke's section in *The Saturday Review Home Book of Recorded Music and Sound Reproduction.* Another is Irving Greene's *Make Music Live.*

Placement of the equipment in a room will sometimes take experimenting, and if compactness is a requirement, components should be chosen accordingly. In some cases an 8-inch loud-speaker housed in a small, but well-designed cabinet will give excellent results in a small room. A custom set can utilize either one or two cabinets or may be dispersed unobtrusively about a room. Breakfronts, bookcases, and china cabinets are often good fronts for a high-fidelity system.

One expert has come out flatly for the purely functional point of view: "The high-fidelity system," he said, "is the exact reverse of the saying about a child: it is to be heard, not seen." It might also be added that not seeing it is not necessary. In fact, a noted art critic for the New York *Times* found the electronic look of the amplifier, tuner and speaker so satisfying that she had them enclosed in clear glass.

It is often possible to convert old equipment so that it gives far better performance, but it is often much simpler and surer to replace radio-phonographs more than ten years old with new components. The major developments in the field of high-fidelity have occurred since the war, and because the best equipment is being built to the most rigorous of electronic standards it should give sturdy use for many years to come. The buying of components makes the set easily modifiable should any major changes occur in the future.

Once the basic set is put in operation, additional units can be added at any time. A TV set can be made part of the installation, as can a tape recorder, preferably one of the more expensive high-fidelity types.

The system can also serve as the nerve center of a loud-speaker system wired throughout the house. A refinement that seems to be catching on is the placing of more than one loud-speaker in the same room. Two speakers, a good many experts now agree, add to the life-

(*Please turn to page* 107)



Most experts agree a high-fidelity system, unlike a child, should be heard, not seen. So there's nothing to tell you one is hidden in pine cabinet at far corner of the Carringtons' living-dining room. Controls are convenient to dining table and room is comfortably arranged for family and party TV.

PHOTOGRAPHS BY MAYNARD PARKER



In contrast to lavish array of specialized equipment in Mr. Carrington's study (see page 73), family system includes only basic units plus TV. Only concession to looks is location of speaker which is not ideal for room. Components: Conrac TV, Altec tuner and speaker, Webster-Chicago record changer.

(*Please turn to page* 107)

CONSULATE *bedroom*



Another piece from our new Consulate group of Directoire-Empire bedroom furniture. The bed is fashioned from Swiss pearwood veneers highlighted with columns of ebony black. The capitals are finished in metal leaf.

UNITE' *dining room*



Featured in our Unité group of French Provincial dining room furniture is this stately breakfront china cabinet. The finish is of antique French walnut on fruitwood.

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Dresser & Mirror

Pictured is the dresser and mirror #1301 from our Provence group of French Provincial bedroom furniture. The finish is of antique white with hand painted French floral decorations. Also available in antique walnut finish on birchwood. At leading furniture and department stores.



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Tables with Flair

IN LIGHT FINISHED GENUINE OAK

Above: Book and clock shelf, 32" wide, 8" deep, 13" high.

Left: Step table with drawer, 32" wide 19" deep, 21" high.

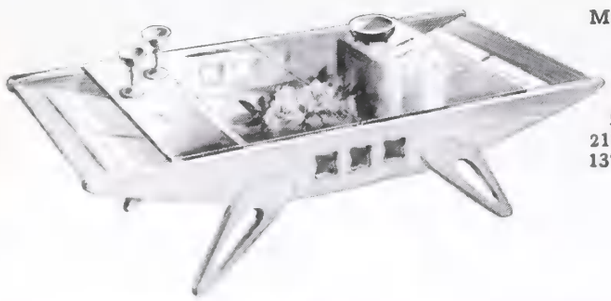
Below: Glass top lamp table, 23" wide, 23" deep, 27" high







Left: Glass top end table, 27" wide, 16" deep, 22" high.



Magazine cocktail table with sliding glass tops, 56" wide, 21" deep, 13" high.

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RECORDS I'D HATE TO BREAK

CONTINUED FROM PAGE 82

not only from individual to individual, but also with the same individual from year to year and even record to record. It is the pre-eminent category in which, on a rare and special occasion, you can catch a once-in-a-lifetime experience—savor it, live with it, submit it to the judgment of others, doubt, reject, rehear, and triumphantly reaffirm. It is thus a favorite is born.

SUPPOSING my friends to be so acquiescent that they listen to anything I play for them, they are quite likely to hear, in the course of an evening, Marian Anderson's magnificent recording of Schubert's "Tod und das Maedchen" ("Death and the Maiden"). But it won't be the recent one, fine though it is; rather the earlier, less polished but even more eloquent one (RCA Victor 1862). It is perhaps ungallant to say that, as a younger artist, Miss Anderson shared more of the maiden's terror. It is said. I am ungallant.

Sometimes the variations which establish a preference are conditioned by mechanical factors. If there is a general agreement about anything in this opinion-ridden field, it is that Claudia Muzio's "Addio del passato" ("Farewell to the Past") is one of the greatest recordings ever made of this scene from *La Traviata*. I cannot abide it, however, on the Columbia LP re-issue, insistent as the emotion is, possessive though the mood that emerges. The use of filters to reduce surface sound has, to my ear, also devitalized the purple tinge of the voice itself. Or perhaps it is merely that I am conditioned to the relentless grind of friction noises as grisly undertone to the blood-flecked tones with which Muzio speaks. Duse-like: "Cessarono gli spasmi del dolore" ("The shock of pain shall cease").

On the other hand, I have heard the peerless McCormack recording of "Il mio tesoro" on shellac and on vinylite, at fast, medium, and slow speeds, from discs pressed in England and Italy and America. The easeful wonder of it never ceases. It was my privilege once to introduce it to the Danish tenor Aksel Schiøtz, who has made a more than respectable "Il mio tesoro" himself. He listened first in admiration and then in enthusiasm, as McCormack spun out one long phrase after the other. But when the Irishman sortied from the middle section into the *da cápo* (repetition of the beginning) without pausing for a breath, Schiøtz's jaw sagged a half-inch in sheer astonishment as he somehow muttered "Bravo!" The rarity of such compliments among artists is only exceeded by the rarity of the experiences that merit them.

All things considered, vocalists are better off, where enduring values are concerned, than conductors or instrumentalists. Take the brilliant version of *Scheherazade* Leopold Stokowski made with the Philadelphia Orchestra about 1932 and compare it with Madeleine Grey's "Songs of the Auvergne" (Columbia) made about the same time. Even on the best machine, the Philadelphia Orchestra of that disc is a pale suggestion of the orchestral records we hear today, while Grey's voice retains its unique timbre.

I should not like you to think that my friends must suffer imperfections, automatically, as the price of admission to my gallery of favorites. Who that has heard Heinrich Schlusnus singing "Wie bist du, meine Königin" ever wants to hear another version of this Brahms song? Yet with Sebastian Peschko in complete command of the piano part and the prewar German engineers at their best, this (Polydor) is a lieder recording still to be surpassed. At a distant extreme is a magnificent rendering of Strauss's "Staendchen" by Leo Slezak recently brought to light on an Eterna re-issue. Sandpaper on slate would be a silken swish compared to the abrasives that contest for attention with Slezak's trumpet tones. What can be heard, however, proves that he was as much a master of that instrumental technique as trumpeter Bunny Berigan was of a vocal one in his unforgettable "I Can't Get Started With You" (RCA Victor).

SOME favorites attain that status by contrast with other, more orthodox performances, to be brought up as shock troops when the ear has wearied of perfection. If the guests are Leoncavallo-minded, inclined to argue the merits of the *Pagliacci* prologo as sung by Warren or Gobi or Guarrera, I put on HMV DB 65353 and let them marvel at the free-floating tones of the "baritone" who sings it. The fact that he is not only a tenor but a tenor named Beniamino Gigli adds

the fun. Or if the argument nds to Mozart and Erna Berger's ıging of "Der Hölle Rache" rom *Magic Flute*), reach for a elotone and resolve all disputes. This is a priceless example of e art of being so bad that the d result is a criterion in itself. ıe late Florence Foster Jenkins ıo sings it, was a woman of eans and no little talent—virally no talent—so determined to a singer that she defied all adce that sought to discourage her, spite a wobbly voice, a stilted anner, a shaky sense of pitch. ıe actually filled Carnegie Hall r a recital a few years ago with ket-buyers who couldn't believe ıat they heard wasn't a burlesque. s this record demonstrates, hower, Miss Jenkins took herself ry seriously, to my great joy and e abiding pleasure of my friends. Of another order of joy and ıiding pleasure is the whole outıt of Johann Strauss, whose name ıuld no more be omitted from is compilation than that of Lotte ehmann. More than a few people ound the world know of the splend all-star finale of Act I of *Die edermaus* with Lehmann, Richd Tauber, Karin Branzell, etc. has been sold for nearly a quarr of a century on a half dozen fferent labels, but how many ıow the perfect companion piece it, Lehmann's version of "Mein err, was dächten Sie von mir?" rom Act I) and the Csardas Klänge der Heimat" (from Act) on a ten-inch Decca disc? hose who think of Lehmann only r the womanly drama of *Fidelio* the tearful renunciation of *Der osenkavalier* will find the gaiety ıd zest of these performances a velation.

If I imply that a "favorite" can nuse as well as stimulate, I am erely sounding the overture to a hole category of discs that does ıth. This would include such a ast of word play as the lively ıel of Noel Coward and Gertrude awrence in the famous scene from *rivate Lives* (HMV) and the ittle exchange of John Gielıd and Edith Evans in an excerpt om Wilde's *The Importance of eing Earnest* (Decca). On his vn, Coward has a firm niche in y effections with his expressive *ondon Pride*, a wartime product ng to be remembered. (HMV). Among my once-in-a-lifetime jazz ıvorites, a high place is reserved r the RCA Victor disc which oagy Carmichael made one May fternoon in 1930. Apparently, noody had a job that day, for when they totaled up the participants who had come running in response to Hoagy's phone calls, the players of a riotous performance of *Barnacle Bill the Sailer* included Bix Beiderbecke and Bubber Miley (trumpets), Benny Goodman, Jimmy Dorsey, and Bud Freeman (reeds), Tom Dorsey (trombone), Joe Venuti (violin), Eddie Lange (guitar) and Gene Krupa (drums). What's more, the music is fully worthy of the names, ranging from a searing cornet solo by Beiderbecke to a burlesque vocal chorus by Carson Robinson to a mock Sousa march chorus by the ensemble with musical high spirits at a point of overflow.

NOTHING quite like this ever happened again, but how about the sleepy verve brought by Jack Teagarden to his priceless version of "Basin Street Blues" with the Charleston Chasers (Columbia)? Aptly described by Paul Whiteman as the man who sounds as though he were singing lying down, Teagarden fans are divided on only one point—whether his singing is greater than his trombone playing, or vice versa. While others argue, I am content to listen—to both.

Was the number fifteen or was it fifty? The fact is, my pile from last night's party is just working toward the midway mark into the categories of Louis Armstrong and Earl Hines ("Monday Date" especially), Mildred Bailey ("Lover Come Back to Me"), Joe Bushkin, Johnny Hodges, and Muggsy Spanier. Still to come are the dancing feet of Fred Astaire and Bill Robinson, the sharp staccato beat that brings back the art of Argentinita. Some are now aging and paunchy, or, as with the deplored Bailey, Berigan, Robinson, and Argentinita, dead and gone. But on records they remain my friends and favorites.

The maid takes care of the ash trays and the highball glasses and the rings on the coffee table—but it seems that some good fairy takes care of the records. There is never time, next day, to put them away as they should be put away, and they do get shuffled into a pile. But, come next time, Muzio is still intact and so is Armstrong; Schlusnus is scarred but playable. Coward preserves his suave British polish under a layer of New York grime. But, after all, why should there not be good spirits to take good care of them? Where can one find better spirits than those who made these fragile but imperishable favorites?

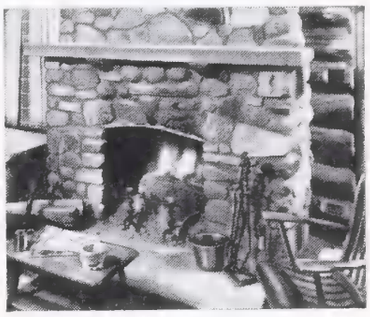
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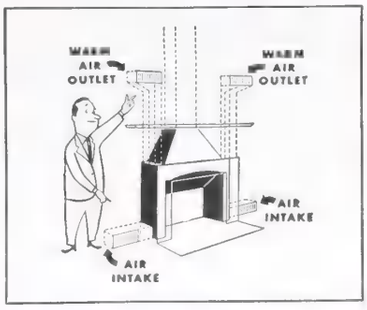


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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 34

somewhat offset by shorter distances, and can be even further offset by the use of the smaller, lighter European type of cars. These little cars are not only less greedy for fuel, but more easily handled in the narrow streets and seemingly temperamental traffic of many European cities.

The swing to off-season

Now is powder-snow time in eastern Canada, and not only in areas you may already know, like the piquantly French-flavored, popular and very busy Laurentians, north of Montreal, but elsewhere, where novelty, a terrain particularly suited to your brand of skiing, or other assets may appeal. For example:

Ontario's Blue Mountains, notably at Collingwood, about 100 miles north of Toronto. There are a number of ski-club lodges, good downhill runs and many tows, some illuminated. At Huntsville, 50 miles farther north, and reached by week-end ski trains from Toronto, there are more than 30 winter hotels, and a 100-mile ski touring trail.

The Saint Maurice Valley, reached via Trois Rivières midway between Montreal and Quebec City, is a ski center of note, whence come many of Canada's finest ski jumpers. La Mauricie, starting roughly at Shawinigan Falls, 20 miles north, is notable particularly because its superb scenery and snow conditions and many natural skiing facilities have as yet been so little exploited. You will find ample accommodations at Shawinigan Falls, which has first-rate cross-country and down-hill trails, and near-by Grand' Mere, center of excellent touring country. At Grandes Piles, a popular rendezvous for skiers from Trois Rivières, are a 16,000-foot slalom hill, nearly ten miles of cross-country trails, downhills, and gentle slopes for novices which are served by a ski tow, a chalet for refreshments and, for overnight, the *pension* type of thing.

Or you can venture even farther north into country even less developed and perhaps the more exciting because of it. At La Tuque, 125 miles north of Trois Rivières, the country is mountainous and you can enjoy, in addition to a 2,000-foot slalom hill, good downhill and cross-country skiing. At Rapide Blanc, northernmost skiing outpost of the Valley, are a slalom hill and downhill runs, though as yet accommodations are limited to whatever arrangements you can make on your own.

The Lac Beauport district, just out of Quebec City, is a well-equipped resort, ideal for the average skier.

The camellias are blooming in Louisiana. It's blossom-time in Louisiana, where forsythia, bridal wreath, and pansies are already brightening dooryards, the sweet olive even now is perfuming the quiet gardens of New Orleans' old St. Louis Cathedral, and almost anywhere you go, the crisp red and white of the camellia is already mingling with the flamboyant pink of the azalea, which will begin to take over in late January, come into its own in February, linger through March.

If you're going now, you'll want to get in on at least one camellia show, held annually and usually in January at, among others, Abbeville, in the romantic Teche country west of New Orleans, and at Hammond and Slidell, both in the "Ozone Belt" north and east of Lake Pontchartrain. While in the Teche country, visit also the Jungle Gardens on Avery Island just out of New Iberia, where what is considered the world's largest camellia collection, more than ten thousand plants, 500 varieties, are now in bloom. Visit Lafayette, where the azalea glamorizes every home, providing 15 miles of beauty, beginning now and lasting into April. In the Ozone Belt visit also the Bayou Gardens at Lacombe for magnificent displays of both the camellia and azalea. Or wait, if you like, until the 55-mile Floral Trail, which is the pride of New Orleans, is at its best—usually in late February and March.

The latest

Resolve, this bright new year of 1953, to be a really smart traveler! Before you leave home make certain that you look up:

Places to go. Very late indeed: El Cenote Encantado, which means "The Enchanted Well," but is, in fact, an unusual resort from which to see the Chichen Itza ruins of Yucatan. Its location: near-by Piste, a little town typically, charmingly, and so far authentically Mayan. Its name: from the fact that it is built above and about the most recently discovered of that Yucatecan phenomenon, the *cenote* or underground river, this one not only unusually large and beautiful, b blasted out so you can comfortab admire it. El Cenote Contado already offers restaurant and ba rest rooms, garages, a natur swimming pool, and will soon providing overnight accommod tions also—all very nice to co home to after a strenuous day ruin-seeing.

Things to do. A round of golf, f instance, at Las Vegas, where new 18-hole course is now ope This is the city's first and the on one in this part of Nevada. Thou a project of the Desert Inn whi adjoins it, it is available to all L Vegas visitors, is reported satisf ingly sporty, and is scheduled f a number of special events.

Ways to go. For example, the kin size, 64-passenger Super Constell tion with which TWA recently i itiated its "Ambassador" fligh coast to coast. Provides lavi lounge, lush cuisine, and yo choice of reclining seat or fu length berth.

Tours. At last, a sea-air packa embracing both Europe and t Mediterranean. First, Scandinavia Airlines whisk you through t more interesting of European c ies, then, by way of pleasant co trast, the American Export Li welcomes you aboard one of i Four-Aces for a leisurely cruise the Mediterranean and the journ home. Thirty, 35, and 43 days, fro $1,399.

Conveniences. Like the plane-au plan American Airlines sugges for passengers en route into through Buffalo who would like stop over and see Niagara Fall As easy to arrange as buying yo flight ticket, and something y can do at the same time, it fix you up with a drive-it-yourself ca which will be awaiting you at t Buffalo airport, and with rou maps in the glove compartmen Yours for a full day and the 7 mile trip at $10.

Experiences. A freighter trip cou be it. The latest will be provide this spring by the United Fru Company, which is converting fo of its passenger ships to carg status, carrying 12 passengers onl and will thus be offering a seri of casual, go-with-the-cargo freigh er trips to Middle America, in a dition to its usual cruises out

w Orleans once every other
k.

gains. Many and various these
s: off-season rates, tourist rates,
kage and coupon specials, fam-
plan reductions. The latter, al-
dy widely used by the airlines
l under experiment by certain
tern railroads, is now being
pted by some hotels. At Ber-
da's pleasant and ever family-
dded St. George, for instance,
ples, or parents with children
y book a double room with bath,
l be charged the regular $12 to
Modified American Plan rate
cludes breakfast and dinner)
only one, and half that for each
itional member of the family
upying the same room.

Starred special events

***Maiden cruise**—the Italian Line's lovely new "Andrea Doria," fresh from her first trans-Atlantic trip, leaves again January 30 for a 17-day cruise to the West Indies, good for all those very gala goings-on customary when a proud new ship makes her first appearance in port.

***Carnival cruise**—Moore McCormack's customary once-over of South America's East Coast, sailing February 4, and timed to allow you to participate in Rio de Janeiro's noisy, gaudy, and altogether exciting Carnival.

***Spring Festival in Bermuda**—throughout March and April, peak season for the island's many, many flowers. A full program of art, garden, and sports events. In mid-April, Hamilton's famous Pageant of the Easter Lily.

***Holy Week in Seville, Spain**—eight days and particularly eight nights of almost continuous procession and ceremonies of such rich color, attended by such similarly colorful crowds, you won't even mind paying double or more for a hotel room. Book early.

***The Vienna Music Festival**—May 30 to June 21, one of the earliest and most important of Europe's many cultural events. A moving time to visit a city whose life is so closely identified with music.

HERE'S ALL YOU NEED FOR HI-FI

CONTINUED FROM PAGES 102-103

tone quality, if correctly
ed in a room. To make sure
are connected properly, the
vices of a qualified consultant
be helpful.

n the past year or so, high-fidel-
pioneers have been attempting
develop a system that will pro-
a binaural, or "three dimen-
al" illusion. What appears to
the first such practical system
been announced along with
ic especially recorded for it.
the present, however, we must
ard binaural sound as a fad,
e a musical library as rich and
ed as that available on long-
ving records will be a long time
coming. Existing high-fidelity
ems will be easily adaptable
uld binaural systems prove ul-
ately feasible.

is wise to think of a high-
lity system as worthy of the same care and treatment as a fine musical instrument. The pick-up and changer mechanism damages most easily, and children should be kept away until they have been thoroughly trained in the simple but proper procedure of playing. Watch out, too, for well-meaning but clumsy friends who decide to sample your record collection.

With the miracles that keep pouring from electronics laboratories there seems no limit to what might yet be achieved. For the present, an investment in high-fidelity might take account of the proposition that too high-fidelity has certain disadvantages. Since not all recordings are perfect or free from defects, and since radio broadcasts sometimes have faulty engineering, lapses that might escape detection on ordinary sets are sometimes glaringly revealed on the most advanced system. This is one of the penalties of progress.

I happened to overhear a demonstration of a new pick-up by Maximilian Weil, a noted inventor in the phonograph field, who explained that he felt it pointless and quite non-musical for his pick-up to reproduce the sound of the resin of the violinist's bow.

"But that's exactly what *kills* my friends," a young audiophile shot back at him. Weil shrugged his shoulders, as if to say, here was one fellow who was forever lost. Electronics had got the best of his ordinary musical sense. The clear ring of the triangle and the realistic blare of the French horn are as yet no substitute for sensitive, interpretive musicianship. The best records of today, however, are designed to give both to the owner of the high-fidelity system.

TODAY'S PIANO DESIGNS

CONTINUED FROM PAGE 78

When your basic furniture is as
ple, and your architectural
kground as free of ornamenta-
as those in the room at the
om of pages 78-79, you have
imited scope for expressing your
e in art and accessories. You
assemble things from all over
world, mix the old with the
, the elegant with the primitive.

ollowing is a list of all the ac-
sories used with the Everett
et piano and the Directional
dern furniture designed by Paul
Cobb:

Art: Pen-and-ink study of milkweed (left of mantel) by Paul McCobb. "Blackbirds" by Max Kahn, courtesy of Kraushaar Galleries, New York. Pottery crocodile by John Caruthers and driftwood birds, "Wolders Works of Art in Wood," all courtesy of Rabun Studios, New York. Bird sculpture in metal by Jules Struppeck, courtesy of Bertha Schaefer Gallery, New York.

Accessories: Flower basket over piano, of German smoked wicker, courtesy of Georg Jensen, New York. Fireplace accessories, designed by George Nelson, Howard Miller Clock Co., Holland, Michigan, courtesy of Euster Associates, New York. English lacquer tea caddy on piano, Accessories & Design, Inc., New York. Black lacquered metal swivel lamp on piano, courtesy of Holland House of Art, New York. Italian chair for piano, House of Italian Handicrafts, New York. Tami Island carved wood boat and African twin cups for cigarettes, Accessories and Design, Inc., New York. Iron ash tray designed by Paul McCobb, Northcraft Lighting Co., Nyack, N. Y.

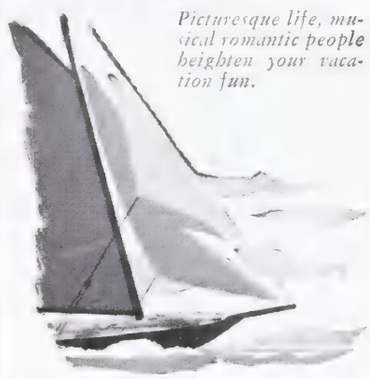
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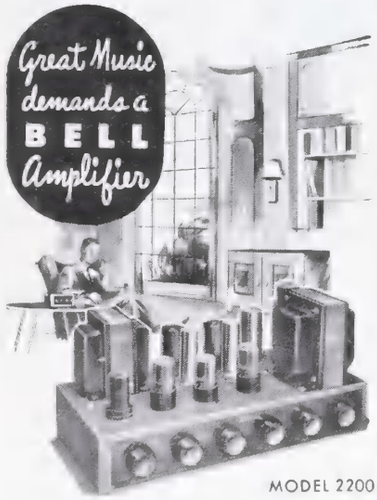
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HOW TO MASTER THE PUNCH BOWL

CONTINUED FROM PAGE 71

Into it they dump fruit and wine and sugar and let it brew, then they start dumping in rum—whatever is at hand—and with contributions from neighbors and friends there's usually plenty. Like the way we did things during the war—whenever you went to a party it was just understood that you took a jug to the festivities. In fact, that wartime experience has made its lasting impression. A lot of people who used to take small gifts of candy or flowers to the hostess now walk in with a bottle. It's not a custom, but a damn nice trend.

I don't see why people can't acquire that relaxed attitude about parties in this country. You don't have to worry about who drinks Scotch, Bourbon, or Canadian whiskey—you just get a big fat punch bowl going and everyone dives in and has fun.

The best thing about punches is that you can use them the year round. Heavier, fruity punches are good for the winter months—the lighter ones are good for warm weather. You can make a punch the same way you cook—start with a good idea and *ad lib*. All you have to know is what flavors blend best with your basic ingredient. You can mix practically anything with vodka because it has very little flavor of its own. Whatever tastes good without the vodka will be all right after it has been added, but there's where you have to watch your *p*'s and *q*'s because you can spike a punch with vodka and no one will realize how potent it is until you carry him out. Gins and light rums need very little flavoring agents to make a good-tasting drink. Bourbon and heavy dark rums, like Jamaica and Martiniques, need a lot of fruit and flavoring to offset the heavy molasses taste. Properly, a heavy rum should be blended with a light rum and fruit juices. Each contributes its own special properties to the whole to create a delightful bouquet and flavor. With dark rums you need pineapple juice, lemon, and orange juice with a dash of some flavoring liqueur to make it taste good. There isn't a punch made that isn't enhanced by the use of lemon or lime juice. There's an old ditty—something strong and something weak, something sour and something sweet makes a good drink.

Here is a bunch of punch recipes with comments as to their usability. Some of them are a rehash of what has happened in other publications and previous writings but you might as well have them all under one roof, so to speak.

One of my favorite punches is a Tonga punch and, like any other recipe, it's liable to pop up under various and sundry guises, but, any way you want to look at it, a Tonga punch is composed of rum, orange juice, lemon juice, flavoring syrups, and ice. Now and then we dump in some pineapple juice to make it go further or for mild-tempered parties, and that's what you can do with any punch. Try something different and keep tasting until you hit on the right flavor.

Tonga Punch

1 quart orange juice
1 pint lemon juice
Juice of 8 limes
16 ounces orange curaçao
1 quart light Puerto Rican rum
4 ounces grenadine

Mix ingredients in a gallon jug; pour into a punch bowl over chipped ice and stir thoroughly about 20 minutes before serving time. Add large pieces of ice. Float five or six small gardenias. This mixture is for an informal, fun-loving group of people—no holds barred. Serves 20 to 25.

Here's a cocktail punch for fun on the quiet side. Nothing sedate, but guests are expected to go on to other evening pursuits.

Tiki Punch

8 ounces Triple Sec
8 ounces gin
3 ounces fresh lime juice
2 fifths chilled champagne

Mix Triple Sec, gin, and lime juice and pour over large pieces of ice in a punch bowl. Stir and let stand about half an hour. At serving time add chilled champagne. Serves 12 to 15.

Here's a regal-looking punch for receptions and the more doggy affairs. Champagne with a flair.

Champagne Apricot Punch

8 ounces Southern Comfort
2 No. 2 cans peeled apricot halves
2 fifths chilled champagne

Freeze apricot halves in compartments of refrigerator trays. Pour Southern Comfort over frozen apricots and let stand about 20 minutes before serving. Add champagne and serve. Serves 15 to 20.

Another champagne punch fo occasions when everyone is sup posed to act like ladies and gentle men without being too bored abou it combines wine, champagne, an fruit in a very pretty way.

Strawberry Champagne Punch

2 fifths sauterne
6 lemons, sliced
6 oranges, sliced
3 packages frozen sliced strawberri
8 ounces brandy
2 fifths chilled champagne

Pour sauterne over strawberrie oranges, and lemons. Let stand refrigerator overnight. When rea to serve, pour over large pieces ice in a punch bowl and add cha pagne and a handful of bruise fresh mint leaves. Serves 20 to 2

Come fall when the leaves tu red and gold and there's a nip the air, a traditional Fish Hou punch will start an inner glow in wooden Indian.

Fish House Punch

¾ pound sugar
1 quart fresh lemon juice
1 quart water or Vichy
2 quarts Jamaica rum
1 quart brandy
4 ounces peach brandy

Dissolve the sugar in a litt water, add the rest of the ing dients in a large punch bowl, th add a 10-pound cake of ice. L stand two hours before servi stirring occasionally. Serves 30 35 persons.

Whenever you're looking f something good-tasting to set off red and green color scheme li Christmas—or perhaps hearts firecrackers are the inspiration a party—try this one.

Cranberry Christmas Punch

1 quart cranberry juice
1 pint vodka
4 ounces Rose's lime juice
1 pint sparkling water
3 tablespoons sugar

Mix thoroughly and pour o large pieces of ice in a punch bo Serves 12 to 15.

Another red job for decorati inside and out is a punchy versi of a Scarlett O'Hara, using Sou ern Comfort for the take-off.

Scarlett O'Hara Punch

16 ounces Southern Comfort
2 quarts cranberry juice
3 ounces fresh lime juice

Pour over large pieces of ice in unch bowl. Let chill thoroughly ore serving. Serves 15 to 20.

Every Bourbon drinker has his and he's had it when he guzzles luscious concoction.

Eastern Sour Punch

12 large oranges
12 large lemons
1½ fifths Bourbon
3 ounces orgeat syrup
3 ounces rock candy syrup

Squeeze juice of oranges and ons into punch bowl; drop 6 nge shells and 6 lemon shells bowl and add finely cracked Add Bourbon, orgeat syrup, l rock candy syrup. Stir thorghly. Serves 12 to 15.

We come last to brandy and I can't offer a better one than this old stand-by.

Leamington Brandy Punch

1 pound superfine sugar
1 fifth lemon juice
1 fifth cognac
2½ fifths sauterne

Place sugar in a gallon jug and add the lemon juice. Shake until sugar is thoroughly dissolved, then add the cognac and mix. Fill gallon jug to top with sauterne or any good white wine (about 2½ fifths). Mix well and chill.

When it is time for serving, pour over large piece of ice in a punch bowl. Garnish with fresh mint. Serves 20-25.

BLOW, BOW, OR BEAT!

CONTINUED FROM PAGE 51

general should be a fundamental p and can be achieved through lious means. The high-school cher, trained to give certain sical tests, might be a person to ntact. Seeking the advice of a od music teacher or consulting a sic school or conservatory might another solution.

HEN there is the Carl Seashore musical aptitude test which meases tonal memory and pitch and thm discriminations. To give n an example: A series of two es are played and you are asked determine whether the two notes of the same pitch or whether tonal step goes up or down. is test, which incidentally is en on records, does not concern lf with musical background. A ld of ten or twelve might do ter with it than a person of ty who has been attending many ncerts and operas.

I also believe that physical rerirements play a role in selecting ur instrument. Short and stubby gers, with a few exceptions, are t ideal if you wish to play the no. A weak respiratory system ght be a negative factor if your oice is a brass or wood-wind inument. Weak arms might make ur violin playing unduly difficult. nce these physical factors and ur musical aptitude have been termined, you are ready to proed with the exciting search for right instrument.

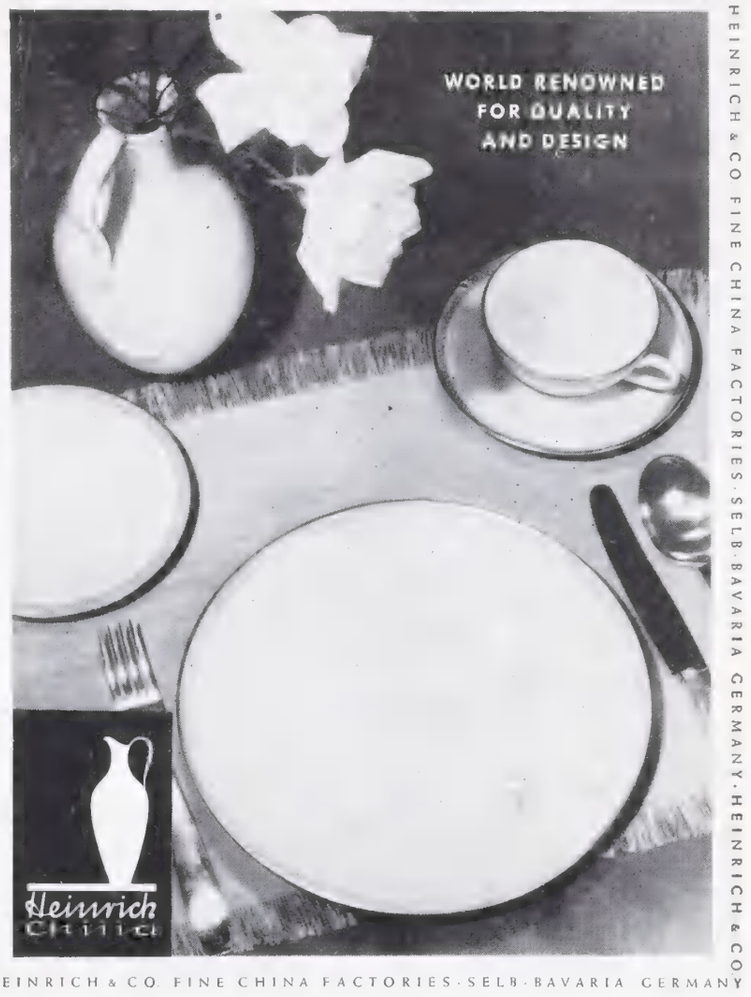
There is no denying that the udy of the three important string struments—the violin, viola, and llo—is more difficult than that the piano. With string instruents, more so than with any others, the problem of pitch is important, since the combination of your ear and the proper positions of your hands are the determining factors of playing in key.

Much has been written about a Stradivarius violin being as valuable as a Rembrandt painting, but an average string instrument should certainly be no great strain on your purse-strings. Furthermore, they are easily handled and no effort is involved in transporting them. The pleasure to be derived from them is bountiful. Consider the literature of sonatas (unaccompanied and with piano accompaniment), trios, quartets written by the great masters, the same compositions which fill our record libraries and which we hear at concerts. What a sense of accomplishment can be derived from playing them alone or with friends.

It is this sense of accomplishment which might inspire you to consider also the less "lofty" and more popular string instruments, such as the ukulele, banjo, zither, guitar, or lute. On them you can play not only ideal accompaniments of songs ranging all the way from the Elizabethan to our own Western folk music, but also compositions by Bach and Handel and the fiery flamenco music of Spanish folklore.

THESE instruments can be the inciting factor in organizing songfests, where others can enjoy the most personal instrument they possess—their voices. It seems to me that this is the kind of constructive fun that has been neglected much too long, for there is a

(*Please turn the page*)







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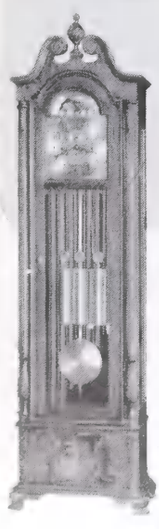
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BLOW, BOW, OR BEAT!

CONTINUED FROM PRECEDING PAGE

wealth of poetry and philosophy in folk music which all of us would do well to absorb. By being able to play one of these instruments you can be the life of the party with the five or six basic chords printed at the top of most sheet music.

AND speaking of song-fests, why not consider two instruments that do not belong to the "bow" but the "blow" class, the harmonica and the simple and inexpensive recorder? The recorder can be mastered within a matter of days, for the matter of blowing air into the mouthpiece and controlling each of the eight holes along its body with the fingers is quite uncomplicated. The harmonica is no more difficult. After only a few lessons you can accompany your singing friends or make music by yourself.

There are, naturally, other "blow" instruments — the flute, oboe, clarinet, saxophone, horn, trombone, tuba—to mention the principal ones. For practical purposes, I would say we should concentrate on the clarinet, saxophone, and trumpet, these being the instruments with which a simple dance band can be organized.

I hope there are no raised eyebrows among my readers, questioning what dance music has to do with the kind of music we are discussing. Let me say that I have never been able to discover the difference between so-called "classical" and "popular" music. To me, there is only the difference between good and bad music, and this difference can be found among the classics as well as among the contemporary song-writers.

To reach an average working proficiency I would say that these wood-wind or brass instruments are less difficult than the violin. Their playing, however, is no mere matter of touching the right key or valve and blowing air into the mouthpiece. True enough, the pitch is determined by regular keys and valves, as with the piano, but at the same time it has to be controlled by breath and the *embouchure*, which is the position of the tongue and lips. The amount of breath, for instance, not only governs whether you are playing piano or forte; it can also influence pitch.

Another factor to consider with wood-wind instruments is that a tone is not achieved through just one key, but a combination of keys —the octave key and the keys for sharps and flats. On a trumpet the pitch is determined by the degree of pressure on the valves and by the amount of breath used, while on a trombone it is determined by the various positions of the slide.

But once you have mastered a fundamental knowledge, think of how much pleasure and satisfaction you can derive from making it possible for your friends to dance to your music instead of to the radio or to a hired dance band, at home, in schools, or in local clubs. What's more, you can arrive at this pleasure after a fairly short time, and while you are able to play "Goodnight Sweetheart" or "The Blue Tango," you can continue striving to emulate Benny Goodman, who plays the most difficult jazz as brilliantly as he plays Bach and Mozart.

Before discussing the percussion section, I believe a few words about the instruments which I have omitted are in order. I refrained from talking about them, not for artistic but for purely practical reasons. Those like the harp or the harpsichord are not only expensive but also difficult to learn, and they present transportation problems, as does the bass fiddle, which has its definite place not only in the symphony orchestra but in various types of bands. The repertory for the piccolo, tuba, trombone, etc. is on the limited side, unless you prefer to play almost exclusively in an orchestra or in parades. This, however, does not mean, if the sounds of such instruments appeal to you, that you should shy away from them. Too few persons can play them.

THE actual "beat" instruments are those to which we usually refer as the percussion section. However, if we understand this term to include any instrument which produces a sound by being "hammered upon," then the piano and the accordion also belong in this class.

We need not discuss the piano here since it is a companion of long standing whose virtues have been extolled at great length. The accordion and the smaller concertina which operates through push-buttons instead of keys, however, deserve our attention.

Strange as it may seem, they are not as easy to learn as it would seem offhand, but once we are no longer stumped by the fact that one key produces two different notes, depending upon whether the bellows are extended or contracted, their further mastery is simple.

I would call the other percussion instruments—xylophone, marimba, the various kinds of drums, etc.—the spices of an ensemble. To my way of thinking they are not real solo instruments, except on occasion, such as when played by virtuosos like Gene Krupa. I have noticed that parents often frown upon their children taking up a "beat" instrument of this type. A lady once approached me with what she considered a real problem.

"My son likes to play the drum and drives us all mad with his practicing. Why did he have to choose just this instrument? Why couldn't he have picked a more dignified one like the piano?"

I am afraid I did not sympathize with the lady as she had hoped, for if her son likes to express different rhythms, then no question of dignity or disturbing the peace should prevent him from doing it.

THE playing of drums, however, is not just a matter of hitting the skins with mallets or sticks. With the tympani, the large drums used in a symphony orchestra, variations in pitch must be achieved by tuning with thumbscrews or a pedal mechanism, while the volume is controlled by the hand. When you are playing the trap-drum, which is the one featured in dance bands, hands and feet may be active at the same time in different directions. The trap-drum consists of a bass drum (an adaptation of the bass drum in a military band), to which cymbal and temple blocks (those instruments that produce the sound of a horse's trot) are attached. The bass-drum and cymbal are operated by a pedal, leaving the hands free for the temple blocks and a snare drum, which makes that rattling sound so familiar to our ears from parades. The snare-drum, incidentally, is played with two sticks or a wire brush.

It does not matter whether you play a "real" instrument. What is important is to make music and to inspire others to make music with you. And if I have succeeded in making you curious about the various instruments, then I would advise you to determine which one you like best by attending concerts, listening to the radio or records, and then taking the decisive step. You will find that it will not be a fatal one. It is certainly within most people's scope of talent to become proficient enough to enjoy making music they like.

THE DOCTOR PLAYS

CONTINUED FROM PAGE 61

e years old, also takes piano ons. Her passion is less intense. can take music or let it alone. order to encourage both chil- n to practice regularly, Mrs. rphy inaugurated a system of ing them a nickel every time y practice. In the case of Susan, t was a helpful device; in Mi- el's case, it turned out to be extravagant offer, being money nt unnecessarily. Michael would e practiced without the nickel. is now the richer by a few dol- bills and some coins, which he ps in a jar on top of the piano. he eldest son, John, twelve rs old, has no interest in music , wisely, has not been forced it. Mrs. Murphy stands some- re in the middle between the ical and the non-musical mem- of the family; she makes no ic but she enjoys listening to it. enjoys it particularly when er and the children get to- er, when Mickey and the doc- play duets—living room to hall ith Mickey at the piano and doctor at the organ. Occasion- the duet becomes a trio: key is seated at the organ, n at the piano, and the doctor gs out his old banjo. On such sion, Mrs. Murphy says, the s shake.

AVE told the story of the Mur- y family because it contains rmula for living which may be ely applicable. Indeed, the very xceptionalness of the story, the lack of unusual talent, if I so express myself without g impolite, make the doctor's instructive. Here is a success- very occupied man doing diffi- work of awesome responsibil- who finds relaxation, enjoy- t, ease for his nerves, and re- e from tension in a simple kind music-making. His tastes are ed, his musical capabilities nbitious, his technique not far oved from the one-finger pianist. knowing little musical Latin less Greek, the language he is able to make at the organ is eloquent enough to say what he wants it to say. Playing these simple pieces he has found what he was looking for: some occupation unconnected with his profession that would take him out of himself and that would help him to be more closely linked with his children, with whom he cannot spend as much time as some other fathers.

REMEMBER he plays for his own satisfaction. He is uninterested in playing for anybody's entertainment, not even his friends', though it does happen that New Year's Eve, when the Murphy family holds open house for as many as 200 of their friends, they gather around the organ and sing—more or less sing—the songs they know. But that is New Year's Eve.

Why does the doctor like the organ particularly? Why the organ rather than the piano? Dr. Murphy says that he likes the organ because pleasing music can be coaxed from it easily. To play it well one must be an artist. To play it well enough one can be a tyro. The instrument itself helps along. The sustained tones of the organ, reverberating in his high-ceiling room—the ceiling is made of wood —are beautiful in themselves and little need be added to string them into connected beauty.

Dr. Murphy likes to experiment with the variety of tonal colors and combinations (the different stops) which the electric organ can produce. He enjoys mixing various combinations of treble and bass. He enjoys forming his own chords and once in a while his own melodies. Musicians would call the process improvising; Dr. Murphy calls it "fiddling around." Fiddling around is the wrong expression for playing the organ. But never mind! To be able to fiddle around is to unhitch taut nerves and to lock up for the moment all the unfinished business of the day. Dr. Murphy finds the means to do it in the hall of his house.



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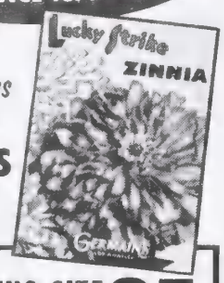
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LAZY DOES IT

I've decided, if I'm going to have a pleasant garden without being a slave to it, there'll have to be changes made

By Wesley Haynes



DRAWING BY LEONARD SHORTALL

Some garden practices this lazy gardener will no longer indulge in:

Espaliered shrubs. Not for me. I want three dimensional trees—not something resembling a child's drawing. The sight of a pear tree shaped like a candelabrum leaves me with a vast feeling of "so what?" What's wrong with a tree that looks like a tree?

Azaleas. The expert who told me to plant these in pure peat was off his rocker. My azaleas are thriving now in the same soil mix given camellias.

Tomatoes. No more staking for me. Staking is a nuisance, for you must constantly prune and tie the plant to its support. A heavy mulch of clean straw just before the fruit ripens will prevent rotting of the fruit. So why should I bother with stakes?

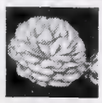
Cold Frames. Maybe cold frames work for some gardeners, but for me they only produce spindly, neurotic plants which only want to die.

(*Please turn to page* 126)

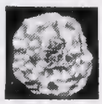
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THE EXPANDING WORLD OF YOUR LIVING ROOM

Continued From Page 43

at little click of independence is
e a shot heard round the tele-
ion world.
Even for the most discriminating
is useful to have a television
; at least in those sections of the
ntry that have more than one
two channels to choose from.
rtainly if you are interested in
tching the forces that are visibly
ecting the country, whether po-
cal candidates or gangsters on
l, it pays. There is even a per-
se sort of pleasure in studying
nature of bad comedy in the
ics of Milton Berle. "The fact
deplorable as it may sound."
. Crosby explains, "that I great-
enjoy those things of which I
st heartily disapprove."

S IS true of everything else in the
teeming market of American
duction, if you choose freely.
you pick your way with care,
re are some rich hours of pleas-
. even enlightenment, possible.
ave you ever watched Toscanini
duct as though you were his
t violinist?)
But there are still too many peo-
who seem willingly to submit
mselves to a form of mass hyp-
is as they sit, unmoving, before
ir television sets. Worst of all,
same people set their children
vn in front of the TV screen by
the hour and let their TV set act like a new type of baby-sitter.

"The children who have been 'boarded out' in this way—to sponsors and entertainers whose motives are easily recognized as ulterior—can hardly be expected to develop a vivacious interest in creative entertainment."

These words come from Cecile Starr, who, as a critical specialist in home movies, has a good deal to say on page 63 of this issue about how people can find another answer to the problem of meaningful home entertainment.

In the modern home there are many answers, almost an infinite range of possibilities. There are phonograph records that not only sing and play but recite from Shaw and Shakespeare. There are records that you can accompany (if you're *that* good) on your violin or piano and so have the fun of playing a sonata for two instruments, even though you are all alone.

There are wire and tape recorders you can use creatively, testing your voice as you learn French or hearing yourself play an instrument of your own choice, whether cello or mouth organ. And that's how many people are using the new tools for expanding their lives, mastering the technical means for their personal and highly individual culture, participating creatively in the lively pleasures of the world around them.

Even listening—sitting and quietly listening to the voices and talents of great artists—has its creative moments and only you know when that is true. "I hold that person fortunate." American composer Aaron Copland wrote in *Music and Imagination*, "who has the gift (of listening creatively), for there are few pleasures in art greater than the secure sense that one can recognize beauty when one comes upon it."

* * *

THE "Expanding World of your Living Room" is made up of many elements. Here is a list of the components of the entertainment facilities in the homes illustrating this theme:

Page 38

Radio and television chassis: The Radio Craftsmen, Inc., Chicago.

Record changer with Pickering magnetic phonograph cartridges, Garrard Sales Corp., British Industries Corp., New York, N. Y.

Two loud-speakers: Altec Lansing Corp., Beverly Hills, California.

Grand piano: Steinway & Sons, New York, N. Y.

Sound installation: Voice & Vision, Inc., Chicago, Illinois.

Pages 40-41

Radio and television chassis: The Radio Craftsmen, Inc., Chicago, Ill.

Phonograph with Pickering magnetic cartridges, Garrard Sales Corp., British Industries Corp., New York, N. Y.

Webcor tape recorder: Webster-Chicago Corp., Chicago, Illinois.

Jim Lansing loud-speaker: James B. Lansing Sound, Inc., Los Angeles, California.

"Filmo" projector: Bell & Howell Co., Chicago, Illinois.

Da-Lite beaded movie screen: Da-Lite Screen Co., Inc., Chicago, Ill.

Installation: Voice & Vision, Inc., Chicago, Illinois.

Pages 42-43

Custom music system: Stromberg-Carlson Co., Rochester, N. Y.

Movie projector: Bell & Howell Co., Chicago, Illinois.

BE PATIENT WITH THOSE SOUR NOTES!

Continued From Page 75

nself, he must realize that a cer-
n run, a trill, a passage of oc-
es in this sonata will repeat
lf in numerous other composi-
ns, and that by going over these
blems again and again, the
zart sonata will have become a
d foundation for other compo-
ons. If your child does not have
peace of mind for practicing
this kind, he will never learn
play any instrument really well.
t also seems logical that if
are interested in your child's
dies you will be able to keep a
ck on what is going on. We
ght as well face it: practice is not
ays pleasant to him; a certain
ount of discipline must be exer-
d. If you notice that your child
s not study regularly or seeks
traction in a hundred little ways
ring his practice sessions, it
ms only right that you should
e him to task. I think you can make him understand that he is harming only himself by not taking his studies seriously and that he is wasting the money his parents are paying to the teacher.

You might also be wary of your child's doing a bit of "dreaming" while he is practicing. I recall that my teachers caught me doing this on more than one occasion in my youth. Those were the moments when, instead of listening critically to my mistakes and correcting them, I would dream of standing before an audience, giving a recital.

At least the major portion of the child's home studies should be devoted to learning and improving his tone, technique, and musical comprehension. If at the end of a practice session he feels like checking up on how well he can play the whole piece without interruption, as if he were actually performing it, then I think he is entitled to a little dreaming.

We often read that musicians practice for many hours a day. But in the case of your child who is studying music for his own pleasure, this seems totally unnecessary. *The length of time is fairly unimportant in comparison with the amount of concentration that is to be applied.* One hour a day, I would say, is plenty, and often I have been satisfied if Zamira practiced for just half that time.

Then there is the question of the best period for your child to practice. Reason tells us that he benefits most from his studies when he is physically and mentally fresh. For some children the early morning hours, before school, might be best; for others, the early evening hours, when school and homework are done. You might discover he does his best practicing after he has relaxed for a time after returning from school. The time will depend on the individual and the conditions of his family life.

As parents, you must also realize that a practice session in most cases consists of two parts—exercises and studying compositions. From experience with my parents, and being a father myself, I know that listening to scales and arpeggios is far from pleasant. Often I have wished that Zamira would get beyond her Czerny exercises and progress to a Haydn or Schubert composition. But how wrong would I have been had I urged her to try something for which she was not ready. Remember, parents, when the sour notes fall upon your ears, that having to listen to them is only one of the small sacrifices you make when you are a parent. Remain interested in your child's musical studies and do not make him feel his mistakes are annoying.

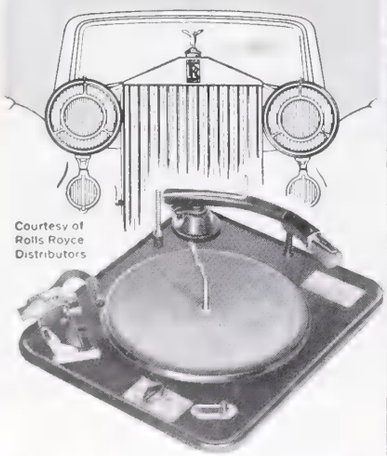
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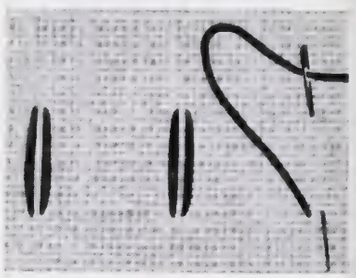
SEE HOW CREATIVE EMBROIDERY TIES TOGETHER ALL FURNISHINGS

CONTINUED FROM PAGE 90

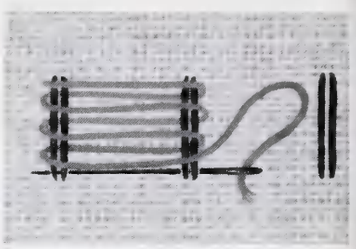
The Sheaf Stitch

With this stitch make wheat sheaves, fish, or fine borders

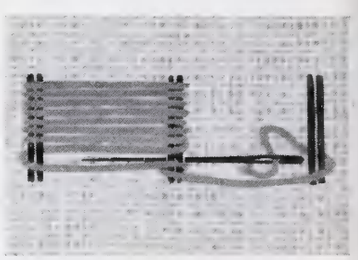
Sheaf stitch bundles and ties together lengthwise stitches. Work it in two contrasting colors.



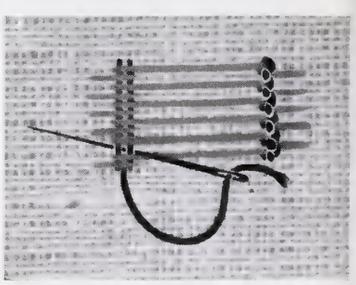
1. Start stitch with a foundation made of three or more pairs of vertical stitches about one inch long and two inches apart. Length of verticals and space between pairs may be varied at will. Place vertical stitches close together, and work with long thread.



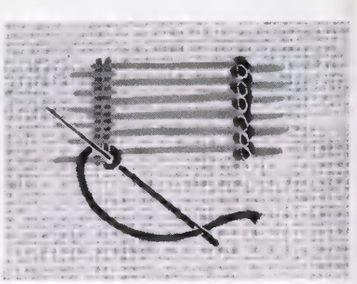
2. Starting at upper left, pass thread loosely over first and second pairs of foundation stitches, and back underneath both pairs without taking up any fabric. Continue this wrapping process until space between foundation stitches is comfortably filled.



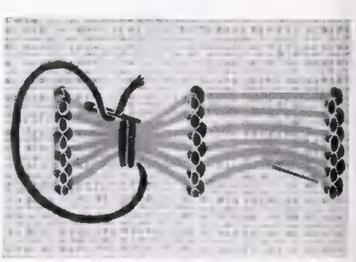
3. When you have filled space between first two pairs of foundation stitches carry thread back and forth across next set of foundation stitches, this time working up from bottom. Use same number of stitches being careful to dovetail new stitches between those already made. Continue until all foundation pairs are wrapped in lengthwise stitches.



4. You are now ready to start with second color to knot lengthwise stitches. Insert needle at base of first pair of foundation stitches, and pass it to left under foundation bar and gather up two horizontal filling stitches. Do not pull thread tight, but leave loop at base.



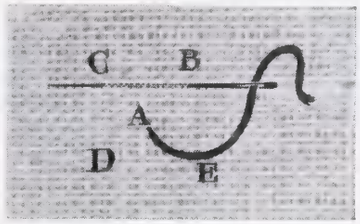
5. Pass needle through loop and now tighten firmly so that thread makes a knot. Continue until all lengthwise threads have been anchored. Notice that both filling and knotted stitches are free of material. The only anchorage is original foundation stitches.



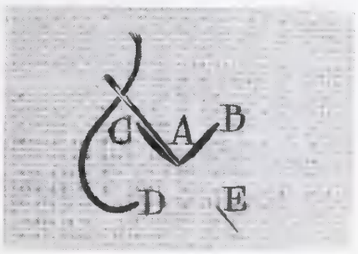
6. Start with new thread, pulling needle through fabric midway between foundation bars. Slide needle under lengthwise stitches, then tack down with one or more short stitches. Notice that fish on page 90 is made with 3 foundation bars of varied size and spacing. At "mouth" end stitches are wrapped over bar, but not knotted. Off-center sheathing emphasizes tail.

The Flat Stitch

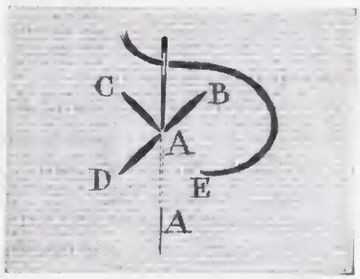
Flat means that the thread always lies flat on surface of material, whether placed side by side, as in a satin stitch, or crossed over one another, or taken backward or forward. In the original "Skeins" from which Pace Setter drapery material was taken, the flat stitch is used effectively to fill in background around the sheaf stitches. Variations of flat stitch are made by changing the geometric shapes from diamonds to squares and rectangles. Different weight of thread and colors add to texture. This stitch covers ground fast, does not tire you with the need to be precise and uniform.



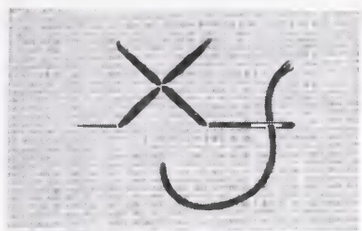
. Think of this stitch as being orked from the center of a square. ring needle out at imaginary center, oint A on diagram. Insert needle at pper right, point B, and pass thread nder material to point C.

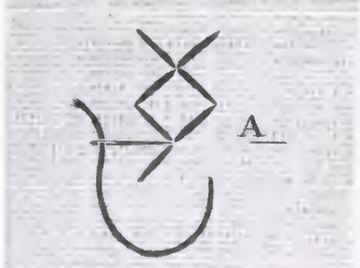


. From C slant needle back to cen- r A. Now passing needle under ma- rial, emerge at lower left corner, oint D. Bring needle back to center , to emerge next time at lower right rner E.

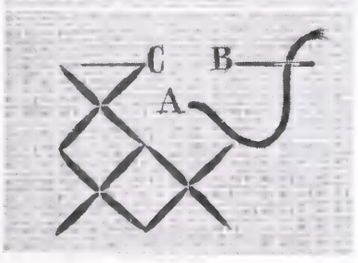


Carry thread on surface and back center A. These four stitches now ve the appearance of two crossed tches. You are ready to start again.





Starting from new center A, repeat ies of four crossed stitches, this ne connecting with lower points of evious cross. Move in any direction u wish, and see how fast your cross tches become the sides of a diamond tice. Learn stitch on burlap to en- e you to keep squares even. Then andon for the fun of free stitching. you find your shapes getting out hand, you may tack them down h small flat stitch as shown in tangle on page 91.



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SNAPSHOTS OF SOUND

CONTINUED FROM PAGE 52

In the top are recessed two large flat spools of the recording material, either wire or plastic tape. There are a few control knobs and a small microphone on a lead wire that plugs into the machine. Its operation is about as complicated as threading a sewing machine and turning on the radio. That's all there is to it.

THE beginnings of sound recording, as everybody knows, date back to the early years of the century. But within the past five years it has broken loose from the strictly utilitarian limits of the dictating machine and the strictly professional limits of the mass-produced phonograph record. The new method of magnetic recording on wire or tape is to the old way what the kodachrome is to the tintype. It is not only easier, it brings better results under less controlled conditions. You can combine different kinds of sound like music, speech and noise effects. You can punctuate a planned performance with "candid camera" shots of spontaneous conversation. You can create a special atmosphere by the very simple device of alternating music and words.

Once I heard a recording of an amateur performance of the Schubert Octette. It had been made during a musical evening in the home of a business man who was also an accomplished cellist and often invited musician friends to join him in playing chamber music for other friends who liked to listen. When all the guests had arrived and all the musicians were in their places, the hostess, unnoticed by anyone, had turned on the wire recorder. So the recording I heard started off with a gay babble of voices mingled with the tuning up of the instruments. Then the conversation slackened, there were a few seconds of silence followed by a dramatic break into the first chords of the Octette, and when it was finished, the applause.

A professional critic might prefer the more polished performance of the Coolidge Quartet. But that home recording had a quality that could never be duplicated in a studio. The music was framed in an atmosphere—probably the same kind of atmosphere for which it had been written in the first place: a gay intimate evening in a comfortable home. Listening to it gave you a feeling of first-hand participation in the event, a feeling that more than made up for any slip-ups in the performance.

That's one of the most satisfying uses of a recording machine in a home where music-making is part of the pattern of living. If the ensembles that play in your living room are made up of unconventional combinations of instruments, so much the better. Your recordings will give you a listening experience you could never get in a concert hall.

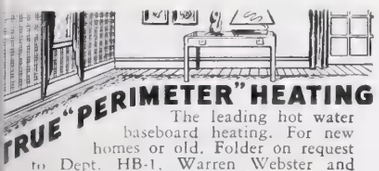
You may also find it worth while to use the machine for more formal recording. You can take music and speeches "off the air" and keep them as a kind of listening scrapbook. After a little practice, it's not hard to record the essential parts of a broadcast while omitting the commentaries or commercials.

Perhaps the most richly rewarding use of a home recorder is for the preservation of memories. Just as an old song kindles the emotions that surrounded half-forgotten events, so the echo of once-familiar voices recreates living personalities even after they have faded from photographs. To the family log, described by Lewis Mumford in last month's HOUSE BEAUTIFUL, an album of recorded sound would add a deeply satisfying dimension. You can record family rituals—the reading of the Christmas story, the yearly choruses of "Happy Birthday," even the wedding ceremony. Here, the chance to establish atmosphere by inserting recorded music between talk or even conversational babble is a fine challenge to your creative talents.

Look at the snapshots or the movies of your children as they progressed from crib to kindergarten and think what it would mean to have "soundshots" to go with them. And for the children themselves, a permanent record of the parental voices that symbolized childhood security could be a precious possession.

Certainly a recording of Mother reading a story and singing a lullaby could be of immediate psychological value to a child when Mother is unable to be on hand for a live performance.

THE fact that a wire or tape recording doesn't have to be processed or "developed" before you play it back, gives it a utilitarian value even greater than that of a camera. If you want to rehearse a speech or a part in a play, or practice a foreign language, you



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can listen to yourself almost as easily as you can look at yourself in the mirror.

For children who are trying to overcome an immature quirk of speech and for anyone learning to sing or to play, the advantages are obvious. If you are one of those people who detest writing notes of instructions to leave for your children when they return from school or for your help, you can relay them orally via the recorder.

Which is the best kind of recorder to buy, the wire or the tape? Depends on what you want to do with it, say the experts, and they like to follow that up with the fast answer: Wire is better for speech, tape for music. Technically that's true, but since most families want to buy one machine to handle both, it isn't much of an answer.

A good wire recorder will record music, as well as speech, adequately for most purposes except broadcasting or high-fidelity reproduction. And it has certain practical advantages: The stainless steel wire is invulnerable to rust and atmospheric changes. It may be erased and used again and again, presumably for a lifetime. But if it should break, it is almost sure to become tangled, and unraveling the tangle is a practically superhuman feat.

On the other hand, if your aim is to make musical recordings of the highest possible quality, the experts agree you'll do better with tape. With a good tape machine you get higher frequency sound—that is more of the true quality of the music—but you may also pick up stray noises that happen to be floating around. This means you must be more professional in handling and placing the microphone and more careful in controlling conditions in the room. It is possible to edit a tape recording with great precision—down to a split syllable, in fact—after some practice. The tape itself can be played thousands of times. If the edges become frayed, it may split, but it can be repaired. It is also combustible as well as susceptible to temperature and humidity changes.

There's not a great deal of difference in the price of the two types of machines, that is, between a wire and a tape machine of comparable quality. Wire recorders cost between $100 and $200. There is a tape recorder on the market for as little as $115 but the "moderate price" level is usually set at about $225. From there prices go on up into the thousands for very precise machines designed for permanent installation.

On the largest-size spool of wire, which costs $4.50, you can record for one hour without interruption. On the largest size spool of dual-track tape costing $5.50 you can record without interruption for two hours. With either type of machine you can reuse an old spool quite simply since old material is automatically "erased" as new material is recorded.

MOST wire and tape machines that contain the entire mechanism, including microphone and speaker in one unit, are described as portable. But since they weigh between 30 and 40 pounds you probably wouldn't want to take one on a walking trip.

In any case, they have to be plugged into an electric outlet. But that needn't keep you from moving one to the garden if you use a long extension cord plugged to an outlet on the terrace or near the back door. You can also get special microphone extension cords that let you carry the microphone as far as 45 feet away from the machine itself. This opens up exciting possibilities for outdoor recordings of anything from bird calls to a sandlot baseball game.

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ENTERTAINING IS AN ATTITUDE

CONTINUED FROM PAGE 69

the type successful for freezing.

I also keep just a few items on hand as it is simple to have friends drop in for a "cheerio." I keep curried nuts on hand (true I have to hide them from the family) and jars of pitted or stuffed olives in a zesty French dressing in a covered container in the refrigerator. Guests for a "drop in" luncheon get cold consommé (Campbell's kept in the refrigerator), English muffins with MacLaren's Imperial Cheddar Club Cheese Spread, grilled, and a green salad. Actually I have found that food is not the most important item of a party with most people, unless you are having a gourmet dinner. That then is a party of a different caliber.

5. Your house is your best asset for entertaining if you know how to use it. If you have small quarters, as we have, it pays to rearrange your furniture for entertaining. We have a long low coffee table at one side of our room against the window. I have two false tops made for this table and I store them in the woodshed. One top has a base and makes the coffee table regular table height. When we cannot use our outside terrace in the winter, we set up this table, cover it with a table cloth and have a fine bar or buffet table. This way we can set more places at our dining table, because all the serving is done on the temporary table.

The other top that I have for the long low coffee table turns it into another couch. I cover this top with a string rug, add some pillows with small string rugs tacked on, and gain seats for three more people.

If I need extra heat on the terrace, I have a regular washtub which I painted green. (It is used as the base for our Christmas tree.) It serves as a "brazier" for heat. I set the green tub on fireplace bricks so it won't burn the matting, stand roofing tile around the inside edge of the tub, fill it with sand half way up, and then build a charcoal fire in it. A large brazier comes into being and people love to stand around it. The tub itself does not get too hot because of the tile and the sand.

I am always utilizing every "nook and cranny" of my house for the comfort of my guests since we have just one room and a porch. We had over 80 people plus a bass viol in it this winter and it was great fun. Of course I had to take out some of the small tables and some of the potted plants, but otherwise we had enough room.

In revising your room for entertaining, study your problems and work out different furniture arrangements. There must be comfortable "talking" groups of furniture, so guests can gather and chat in an intimate group. The cosier people are the more they like it. It is fun to add new notes to your room and to the party. Through the seasons I also change color schemes, candles, table covers, and flowers. This adds new notes of color and interest and friends enjoy seeing the change of "accessories."

For Christmas I have all chartreuse-colored candles and table covers. For spring I have a daffodil yellow scheme. For summer I usually use white, for there are so many lovely colors in summer flowers. In the fall I use flame colors. This also ties the outdoors with the indoors and nature's colors make a glorious background. If the guests are not consciously aware of the subtle color changes in your room, they will enjoy it.

By using your imagination and setting your house and your food as an art director sets a stage, you will find you have created such an interesting and unusual background that your friends will look forward to coming to your house as an "event." Get out of that rut of traditional entertaining and do a dinner in a completely different manner. Your guests will get a big kick out of it and you will have more fun.

In selecting things for my house I do not get run-of-the-mill items. For instance, my candles are not the usual thin variety, but huge ones three and a half inches in diameter. My glasses are oversized and so are the ash trays. Make a feature of whatever you have or whatever you serve.

6. The presentation of the food is very important, for eye appeal is vital. For instance, in serving soup (right from the can) glamorize it with a little sherry and chopped chives, put it in an unusual container and right away you have a masterpiece of salesmanship. Everyone thinks it is a sensational soup.

You can build your "wardrobe" of china slowly and with great care and finally have a collection of unusual and interesting backgrounds for your special food concoctions. With the right planning you can dramatize your food by having several delectable tricks and buying china to build these up decoratively.

I have found that Stede pewter plates are a joy and delight to use. I have built my whole wardrobe of china around these plates. I have two sizes, the dinner size and the salad size. They do not break; they heat easily and they soon look like old pewter after going through the dishwasher a few times—which to me is an added attraction.

Here's an example of how food and china can be co-ordinated. The picture of the table setting is on page 68 and the menu and recipes follow.

Learn to make some oriental dishes. To serve these exotic dishes, your china can be Chinese rice bowls with the Stede plates used as serving plates under the rice bowls. These interesting bowls can also be used for dessert with another type of dinner. The bowls pictured on page 68 make a nice dessert dish as well as soup bowl.

To start your oriental dinner, give your guests dry Martinis flavored with dry Sherry instead of Vermouth, plus that old twist of lemon peel. Serve smoked oysters as an appetizer with the drinks.

The menu for such a dinner party can be as follows:

Consommé Orientale
Chop Suey
Rice
Pineapple with Anisette

The following recipes are all for eight servings.

Consommé Orientale

4 cans consommé
4 cans water
1 large clove garlic
1 tablespoon Soya Sauce
½ cup good sherry (I use Pedro Domecq La Ina)
4 tablespoons chopped chives

Put consommé into sauce pan, fill each can with water (to get the last vestiges of the consommé from the can) and add to the consommé. Put clove of garlic through press, squirting it into the soup. Bring broth to a boil, add soya sauce, and boil a couple of minutes then add sherry and chives and serve at once in hot, hot bowls.

Chop Suey

Probably the originators of the dish would curl up if they read my version of it. But it is so easy to

prepare and the meat part of it is really not expensive. (If there is any chicken left over we use it.)

2 pounds round steak or slices of pork
2 packages bean sprouts (½ pound packages)
2½ cups sliced celery
2 cups sliced green onions
4 cups mushrooms
2 cans consommé
2 cloves garlic
2 teaspoons honey
1 tablespoon soya sauce
2 tablespoons cornstarch
⅓ cup cold water

To make this dish easily, prepare your vegetables and meat the morning of the party, then all you have to do is fling them all together and presto! the dish is done.

Cut the meat crosswise to the grain in thin strips, taking off all sinews and fat. Put the fat into a frying pan and heat until there is enough grease in the pan to brown the meat. Remove the rendered fat chunks and brown the meat in the hot melted fat. There should not be too much grease—just enough to coat well the bottom of the pan. To me too much grease is horrible. After the meat is browned (and I hope with little or no grease left) push meat to the side of the pan and squirt one garlic clove into the hot pan with a press. Add one teaspoon of honey immediately. Mix well and add ½ tablespoon soya sauce. Mix and add one can consommé. Now stir the mixture with the meat, cover, and simmer for 20 minutes to half an hour or until meat is tender. Remove from fire and store until ready for use. (Pork requires a longer cooking time.)

Let me warn you that the storage of the prepared vegetables is most important, for they must be crispy fresh. I have freezer containers of white plastic with rubber covers that really seal the container. These I use as ice box containers and they work like a charm.

Wash and string celery. Cut on the diagonal, for the cutting of the vegetables is most important. It seems the Orientals have such a sense of design that they even slice their vegetables in an artistic manner.

Wash the green onions and slice in 1½-inch to 2-inch lengths. Be sure to use the green part of the onions also for this is a vital ingredient.

If you have a good air-tight container you can prepare the mushrooms also in the morning. Rinse mushrooms in as little water as possible, cut a thin slice off the stem end and discard. Put mushrooms on cutting board, caps down and stems up, and slice them down so that there are T-shaped slices when you see the stem and cap sliced together.

Into another frying pan put the other clove of garlic, squeezed through the garlic press, and one teaspoon of honey and heat. Add one can of consommé and half tablespoon of soya sauce. Remove from fire and the sauce is all ready to receive the prepared vegetables. The actual cooking time for this dish is about seven minutes, and you will have to do it just before you are ready to serve dinner.

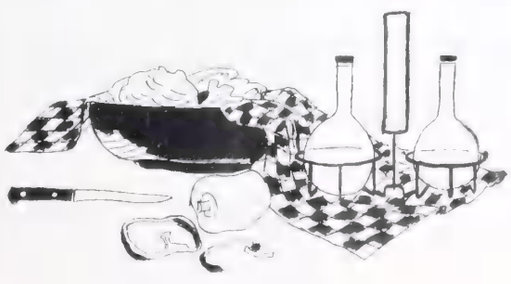
When ready to serve, heat the meat in its pan. Heat sauce in its pan and add celery and onions. Cook two minutes, covered. Add bean sprouts (just put in a strainer and rinsed well under the faucet) and mushrooms. Stir well and add meat with all its juice. Cook covered 4 to 5 minutes then add cornstarch dissolved in the cold water. Stir until thick, about a minute. Put in hot bowl (Chinese if you have it) and serve with rice.

Use your favorite brand of rice, following directions on the package and allow two and a half cups of raw rice for eight.

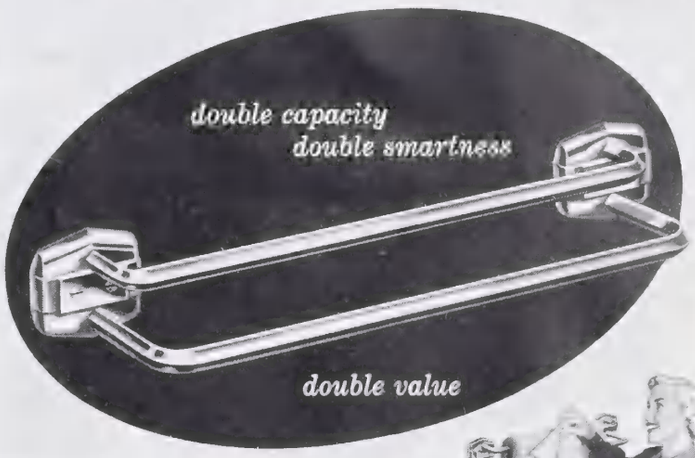
Pineapple with Anisette

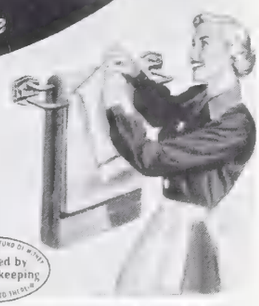
2 packages of Dole frozen pineapple
2 packages of a good pineapple sherbet
6 to 8 tablespoon Anisette
Grated coconut (Dromedary Moist Fresh Grated)

Pineapple takes longer than you think to defrost. I usually take the package out the day before and store in the refrigerator. On a large flat bowl scoop out the pineapple sherbet. Put the defrosted pineapple around it, saving the juice in a Pyrex pitcher. Scatter coconut over fruit and sherbet and serve with sauce made of Anisette and pineapple juice mixed together. Serve with an almond cake. If you prefer a coconut cake, use almonds to sprinkle over the sherbet.



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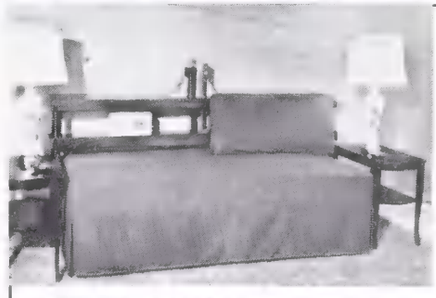


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Box D-3, New Buffalo, Mich.

SEE WHAT $400 DID FOR A TIRED BACK YARD

CONTINUED FROM PAGE 88



The old cherry tree was kept, the bricks relaid in sand where needed to even the grade. Seat-wall holds up neighbor's bank, supplies permanent seating, and protects the plants from tricycles. Existing board fence was stained and capped for neatness, now looks fine.

and nature into the lives of the five Watsons who for business reasons (Mr. Watson is an architect) had to live in a big city (San Francisco). Is this your problem?

Calling in a landscape architect is an important first step. The expert advice you buy from him saves you from wasting time and money. He knows where you can get the best buys—in plants and materials. He knows where to get good labor —people who know what they are doing and therefore cost less in the end because there are no mistakes to be corrected, no learning at your expense, no false starts.

But all this expert advice isn't much good if you don't know what you want to do with the yard. You must be more specific than, "Fix it up," or "It doesn't look right." Just what *do* you want to do with the yard, eat, play, sit, sunbathe, or entertain? This you have to decide.

Once you know what you want to do, set a budget. Be realistic, not coy. The landscape architect can plan intelligently only if he knows exactly how much he has to spend. The Watsons set up a budget of $400. The final cost was $395. You can do as well as this.

Sticking to the budget is impossible if remodeling starts before you know exactly what you want. Once work starts, changes are expensive and usually lead to botched design; the changes show. Better attach a note to the final blueprint: "This is final; changes are too expensive." Then stick to this.

The Watsons left Halprin alone once they approved his blueprint. They couldn't have obtained so much useful space for $400 if they hadn't. This doesn't mean that minor changes weren't made while the work was in progress. But these were changes dictated by site conditions. You always have these to contend with—big tree roots, hidden ledges of rocks, forgotten util

(*Please turn to page* 124)



View toward neighboring back yards is pleasant so open grid fence was built to demark area but permit view of handsome old trees and shrubs. Three solid panels, painted in primary colors, hide undesirable views of neighbor's drying yard, serve as "blackboards."

PHOTOGRAPHS BY ERNEST BRAUN



Plantings emphasize texture. Foliage is mostly in the grays—artemisia, stachys, arabis, dusty miller, euphorbia, fatsia, variegated ivy, and festuca. Old camellia bush was trimmed to expose its handsome branch pattern. Paving comes up to plants, defines garden.

(Please turn the page)



Brightest Yellow Rose Yet

BUCCANEER International award winner (Geneva, Paris, Rome). The brightest, lastingest yellow you've ever seen in a rose. New Armstrong rose for '53. Vigorous and tall growing plant. $2.75 ea.; 3 or more, $2.40 ea.

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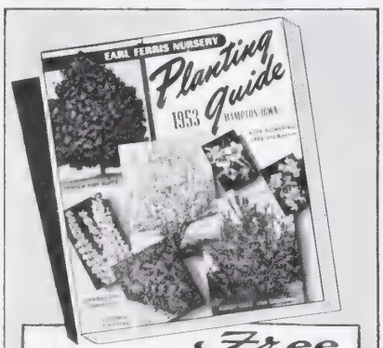
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Box B-2, New Buffalo, Michigan

SEE WHAT $400 DID FOR A TIRED BACK YARD

CONTINUED FROM PAGE 122

ity lines, etc. It's only smart to revise your thinking on the spot when one of these problems arises. To insist upon superimposing a blueprint design regardless of unexpected problems is sheer waste of money. It is only the temptation to change plans en route that needs to be avoided if you are to stick to a strict budget.

Costs can be slashed if you are willing to wait until your landscape architect happens to run across some real bargains in used materials, or in plants (as when a nursery wants to clean out a field for replanting, or when there are surplus plants available on some other landscape job, say a thinning out of an old garden). You can cut the planting bill one-third or more if you do the planting yourself. The Watsons passed up both savings. They wanted their garden completed immediately, and did not want to do any of the planting themselves.

The Watsons, though, were willing to save money by accepting several less-than-ideal existing conditions—old wooden fences on two sides of the yard, and a cherry tree in the very center of the only place available for a paved terrace. Such acceptances save important money without sacrificing useful space.

Certainly you don't want to tear down or rip out anything of use. This is advice that amateurs often find hard to follow. The present clutter looks so hopeless that they feel the first job is to clear away the mess. *The first job is to think, to plan.* If you aren't an expert in landscape designing, start as the Watsons did. Call in a landscape architect. He can visualize how things *could* look, once the disorder is corrected. He can see how to use much of the existing conditions. The result will be similar to what the Watsons have achieved—much for little, a 25- by 30-foot living room for $400.

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Common Garden Fallacies



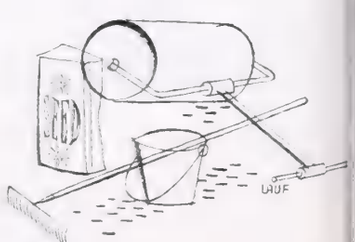
People say: *When you apply pest killers, coat the leaves thoroughly for positive protection.*

The truth: The excess does no good, but it does keep the needed sunlight from reaching the leaves—just as if you tried to grow your plants under an umbrella. This causes starvation. Plants are stunted, flowers rare.



People say: *Capillary water (from way down in the earth) comes up to plants much the same as oil climbing a wick. This is assumed to be a rapid flow of real benefit to plants.*

The truth: Water moves up by capillarity only about 6 feet—and so slowly that your plant dies of thirst meantime.



IOW TO LOOK AT A SEED CATALOG

CONTINUED FROM PAGE 87



Iandarin Chinese
abbage is dwarf, very
rispy, and much more
ertain to produce tight
eads than older varie-
es. Chinese cabbage
an be grown in
our flower garden
r its highly decorative
liage. Also useful in
flower" arrangements.



Pompadour hollyhocks occur in reds, yellows, and violets, bloom profusely all during July and August on spires 4′ to 6′ high. Unusually vigorous grower. Give it your richest soil, full exposure to sunlight. *Totty's.*



Scottish yellow viola has these 2″ to 2½″ blooms solidly covering the tightly compact little plants not over 6″ high. It continues to bloom freely even well into hot weather. *Ferry-Morse.*



me, early-flowering
et pea, is a deep
de of intense,
ning scarlet. Stems
extra long, excellent
cut flowers.
nts are very vigorous.
ply strong support
them to climb
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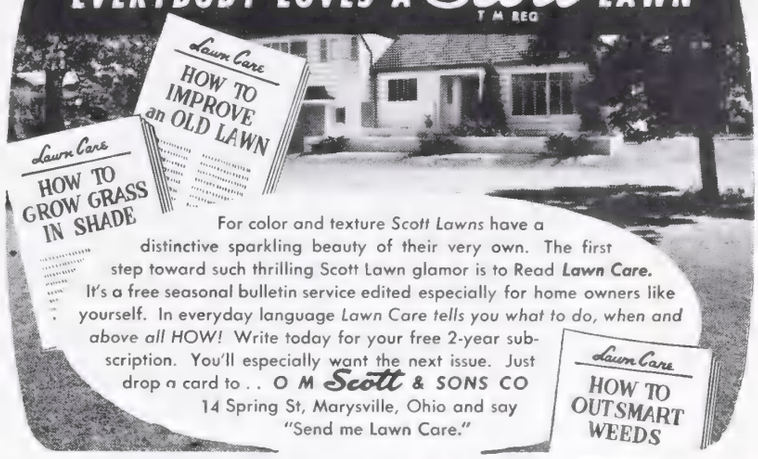
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LAZY DOES IT

CONTINUED FROM PAGE 112

Spraying roses. Some seasons I've sprayed and some seasons not, and the results are about the same. Spraying upsets Nature's balance. Your lethal mist may be killing ladybugs, and they are a valued ally of the Lazy Gardener.

I won't be seeing these in all the old familiar places

Tuberous begonias. Sure, they're beautiful. But they like a humid atmosphere and I live in a hot, dry valley. My new Lazy Gardener's Creed dictates: Don't buck Nature.

Snapdragons. I know science has revolutionized these lately, juggling their genes around, but they are still not for me. At my place, aphids look upon my beautiful snapdragons as a Proving Ground.

Thornless boysenberries. These were a flop. They were thornless only for the first season. After that, they sneakily developed thorns. Of course, they grew well, developing yards of green leaves and sharp thorns and only about four berries per plant.

These are plants I'm going to plant more widely:

Chrysanthemum—because it's a big, hearty flower that's comparatively pest free and because it has the good sense to bloom late when garden color is at a premium.

Forsythia—because it provides a fine cheerful yellow in early spring. Needs no pampering.

Crepe myrtle. I admire this fine shrub—it comes in several shades of pink and a good white—and it forms a well-shaped bush without requiring pruning every 20 minutes.

Camellias. They're the perfect lazy man's flower. Camellias prove my contention that Nature is fed to the teeth with being fussed over. Without pruning, without spraying, and with only three meals a year, camellias will provide blossoms worthy of a queen.

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On sale early in January at your favorite newsstand
Only 60¢ Only 60

Daphne. A real pet, this one. I'll continue to grow this handsome shrub alongside my camellias. There's no perfume better than daphne.

Climber roses. These fit in nicely with my Lazy Gardener philosophy. My Climbing Peace rewards me with dozens more blooms than its unambitious, non-climbing cousin.

Ivy geraniums. I'm going to grow a lot more of these, but I've learned my lesson: no more rich soil for them. I'll give them sandy soil, a little water now and then, and my best wishes for an independent life.

The Lazy Gardener eats, too—

I'm planting more of these . . .

Chinese cabbage. It's not a cabbage at all, but a well-bred relative of the mustard family. Wonderful flavor either cooked or in salads.

Parsley. I'm a fool about parsley—plant it everywhere, even as a border around flower beds. A good cook uses parsley generously. Did you know that a half cup of chopped parsley browned in a quarter pound of butter makes absolutely the best steak sauce in the world?

Sweet corn. Last year I grew Harvard Hybrid, and to my taste you can't find a better sweet corn than this. Only grows four feet high, but the ears are good-sized.

Asparagus. Another pet of mine, because it grows beautifully under adversity, because it yields lavishly for the space it occupies, and because there's nothing tastier than fresh asparagus with hollandaise.

Altair peach. I'm growing this for the first time this year. (It's a new introduction.) I've seen it bloom—pink and bountiful. And it provides delicious freestone peaches in August. Can any other flowering peach make this claim?

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Don't think about liquid plant foods on a spoonful basis. Try them for your lawn and garden. They work no miracles, but they will do a job extremely difficult for amateurs to equal with dry plant food—particularly on growing plants.

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Southern Favorite

Camellias: Kinds and Culture, H. Harold Hume. Macmillan, 271 pp. $6.50.

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Birds and Their Music

Guide to Bird Songs, Aretas A. Saunders. Doubleday, New York. 307 pp. $3.

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Roses Illustrated, Sharp & Collin Western Trail, Portland. 160 pp. $

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Almanac of Trees

Trees for American Gardens, Do ald Wyman. Macmillan, 376 page $7.50.

In the varied mass of informatio assembled about trees, Wyman newest book somewhat resembl the World Almanac. The time dogwood flowering from Florida Canada is given; also dates whe Washington's cherry trees ha bloomed each year, and when orn mental fruits are at their peak o 150 kinds of trees. Lists are pr vided for moist and dry soil, shad seashore, city conditions, shelt belts, rigorous climates. Qualiti of flower, foliage, bark, size, vigo are other classifications.

These lists precede the illustrate descriptions of 745 kinds which t author considers choice. More tha 1,000 other trees are named in keyed list which explains why th are of secondary value.

More on Woody Plants

Trees and Shrubs in Eastern Nor America. Benjamin Blackburn. O ford, $6.50.

Strictly in key form, Blackbur book relies on leaves, buds, twig and other vegetative characters i stead of on flowers and fruits f identification. With a little practi almost anyone can learn to find t names of more than 2,000 kinds woody plants, wild and cultivate Glossary, index, and bibliograp are exceptional. A unique and va able book.

* * *

Only the 59 favorites appear Robert S. Lemmon's ***Best-Lov Trees of America*** (Doubled $3.50). Of these there are amp descriptions and 320 photos.

Through Arthur Harmou Graves' ***Illustrated Guide to Tr and Shrubs*** (published by hims at Wallingford, Conn., $4). 5 woody plants of six northeaste states can be identified in the fie There are fine drawings by Ma Purdy.

Rutherford Platt covers the co try in his ***American Trees*** (Do Mead, $3.50), illustrated with ma drawings and with his own f photographs, some in color. breathless style makes each of 266 trees seem to be an excit personality.

WHAT CONCERTGOERS LIKE BEST—AND WHY

CONTINUED FROM PAGE 64

one hundred American composers. (Here end the statistics.)

It is often maintained that it is the conductor who decides what to give the public, according to his standard of what is good for it. This is simply not true. A little pondering on the above statistics will show that our musical fare is rather stable, irrespective of the conductors who do the performing. Neither conductors nor any other leaders in the social and political world tinker very much with the going way of life. Where the conductor does exercise his personality is not at the core, but around the edges of the repertoire. Here he will perform the moderns that are congenial to him: Mitropoulos, his Krenek; Stokowski, his Schoenberg; Koussevitzky, his Roy Harris; Monteux, his *Le Sacre du Printemps* of Stravinsky—to cite only a few of many recent illustrations. Of course, these digressions always receive disproportionate notoriety. To the casual observer they mask the fact that the bulk of the program materials is standard.

IT IS obvious, then, that the symphonic repertoire is not a homogeneous entity. It is a mixture of a variety of permanent music, more or less durable, plus the unstable, experimental growing edges. This is perfectly suited to the concert audience, which is also a mixture of many types of listeners. It contains: 1) a large number of regular season ticket holders; 2) the occasional ticket buyers attracted by certain programs only; 3) groups of students and sophisticates with specialized interests in modern "cult" (atonal music, for example); 4) critics, whose vocal opinions attract the following; 5) some unmusical people who thrive on the prestige of the thing, and many other types. Some of these are frankly tired of Brahms' *First* and are fed up with Tchaikovsky. The conductor, like the superintendent of the zoo, must gratify this motley crowd. While some of the best people congregate around the monkey house, there are many important visitors with an intellectual interest in the rare animals. One cannot average up the interest in monkeys and pandas, or blend the appreciation for Schoenberg, Strauss waltz, and the Schubert *C Major*.

It would be incorrect to conclude that contemporary American composers are neglected. True, they are overshadowed by the legacy of nineteenth-century romantics, but so is nearly all contemporary music, European and American alike. Percentage-wise, the American composer does not come off too badly in competing with his European counterpart. American music, which makes up about seven per cent of the orchestra's repertoire, is played almost as much as all European contemporaries put together. And if Prokofieff and Shostakovitch, who benefited by the political vogue of the last decade, are omitted, American music about equals all contemporary European music put together. Translating this into other terms, it means that our audiences can absorb only a limited amount of modern music.

THIS conservative tradition of the mass audience has been deplored by some critics, and of course by most modern composers. Many consider it a special virtue to be progressive, as they define the term. On the other hand, the modern orchestra, with its standards of technical excellence, is a very expensive instrument. It, too, can afford only a limited amount of experimentation. More important, however, it is psychologically, sociologically and economically inevitable that the bulk of the programs be conservative. Here we are squarely confronted with the whole problem of "taste," and the definition of "good" music.

Romanticists of the Nineteenth Century have always tried to make of art and taste something mysterious and ineffable. Although they are mysterious, they are no more so than physiology and chemistry. They are, of course, complicated. It is evident from the vast amount of oft-repeated music in our repertoires that our taste is, to a great extent, a result of unconscious indoctrination. To say that "good music is familiar music" is not too far from the truth, although not the whole truth. Musical taste is similar to our political and moral tastes and beliefs in that they are deeply ingrained, and form a moral and esthetic conscience. Conformity to it is pleasant, comfortable and reassuring. Music that is too new produces a form of shock and confusion just as do ultra-novel ideas in politics and religion.

Not everybody has precisely the same conscience on things. Young

(*Please turn the page*)

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Books

Back Cover Walter J. Black
6 Hi-Fidelity Magazine

Foods & Beverages

110 *Cresta Blanca
108 *Spice Islands

Travel

107 *Cuban Tourist Commission
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WHAT CONCERTGOERS LIKE BEST—AND WHY

CONTINUED FROM PRECEDING PAGE

people often make a quicker adjustment to new ideas than mature persons. Conductors and managers have frequently remarked that young audiences are more receptive to modern music than are the older patrons.

ALL this has important educational implications. In 1932, Stokowski, who had been regaling the Philadelphia audiences with what they called "debatable" music, engaged in public controversy with Walter Damrosch whose "My dear Children" was then the familiar greeting of the NBC music appreciation hour. Stokowski, who also conducted his children's concerts, insisted that if such concerts offered the newer idioms in music, the new generation would acquire the modern tastes as easily as the parents did for the "immortals."

This is, of course, an over-simplified answer to the question of why we like the music we do: but the principle still holds. Without dragging in Chinese or primitive cultures, we notice some interesting differences between American and European tastes. Germany, which reveres Mahler and Bruckner, cannot understand our coldness to them; Sibelius is popular in England and much less so in Germany. Tchaikovsky and Brahms are popular in Germany and the United States, less so in the Latin countries. Beethoven was literally unknown in Rome until about 1870 because of the predominance of opera. National interests, the influence of conductors and many other factors contribute to local variations. Almost any experience might contribute toward establishing an affinity for a type of music, much as any trivial incident might influence our affection for a friend. Above all, we must remember that we do not listen with our ears, but with our past experiences. Those of us who enjoy Schoenberg are reacting to the whole history and theory of music as well as to the naked notes. Many such novelties may eventually be incorporated in the standard music, while older ones are forgotten and discarded. It is, therefore, not precisely true that "a thing of beauty is a joy forever," it only lasts a long time.



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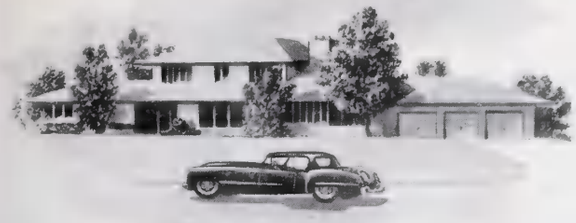
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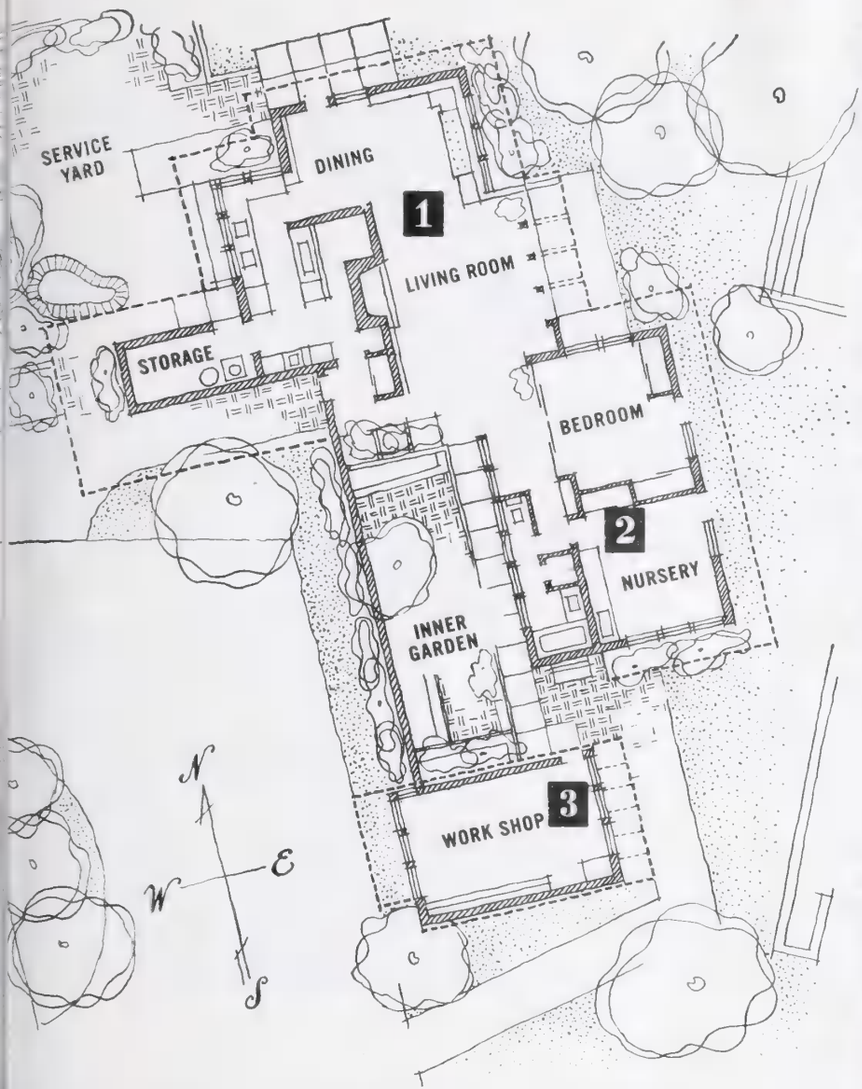
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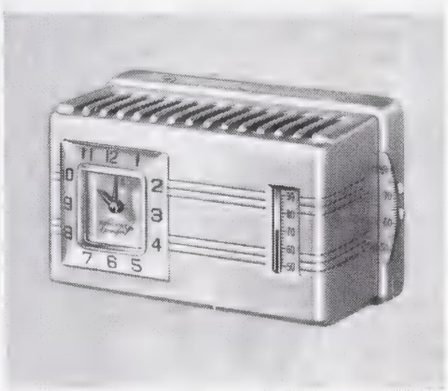
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The Girard Story **65**
- How Homemaking Can Be An Art **66-67**
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- A Truly Individual Dining Room **74-75**
- Free Taste in Table Setting **76-78**
- A New Kind of Dining Table **79**
- State Your Problem Clearly and You'll Solve it with Originality **80-81**
- Out of the Personal Problem Comes Personality **82-83**
- Two Negatives Can Make a Positive **84-85**
- The Play of Free Taste **86-87**

First Step to Being Yourself **88-89**
How to be Yourself in a Crowd **106-110**

BUILDING AND ARCHITECTURE

Like the Girards: State Your Problem Clearly and You'll Solve it with Originality **80-81**
Out of the Personal Problem Comes Personality **82-83**
The Brain on Your Living Room Wall **92-95**
Once More We're Free to Build **114**

DECORATING

How to Give Your Home Your Personality **65**
The Girard Story Shows How Homemaking Can be an Art **66-67**
The Girard Secret: Seeing the Possibilities in Everything **68-73**
The Girards Have a Truly Individual Dining Room **74-75**
The Girards Practice Free Taste in Table Setting **76-78**
The Girards Created a New Kind of Dining Table **79**
The Play of Free Taste **86-87**
The Mix-or-Match Idea Grows **96-97**
Plastics—Latest Comer to the Fine Arts **98-99**
The Revival of the Kitchen Table **112-113**
Decorator's Diary **124**
Decorating Advice by Mail **140-141**

FOOD AND THE ARTS OF GOOD LIVING

The Girards Practice Free Taste in Table Setting **76-78**
First Step to Being Yourself **88-89**
A Better Way to Cook Vegetables **90-91**
The Mix-or-Match Idea Grows **96-97**
12 Gourmet Soups from Canned Consommé **111**
The Kitchen Kibitzer—Show-off Cooking **152**

GARDENING

The Girard Garden Proves Two Negatives Can Make a Positive **84-85**
Let's Get Parked Cars off the Street **100-103**
Some Plants Need a Stage Setting **104-105**
How to Be Yourself in a Crowd **106-110**
How to Buy Fresh Flowers **160-161**

TRAVEL

How to Leave Home and Like It **62**

OTHER FEATURES

Window Shopping **18-52**
Free Taste in Music **56-57**
New Worlds in 16 mm. Films **58**
It's Worth Mentioning **125-127**
Take It Easy, Lady! **137-139**

ADVERTISING INDEX **163**

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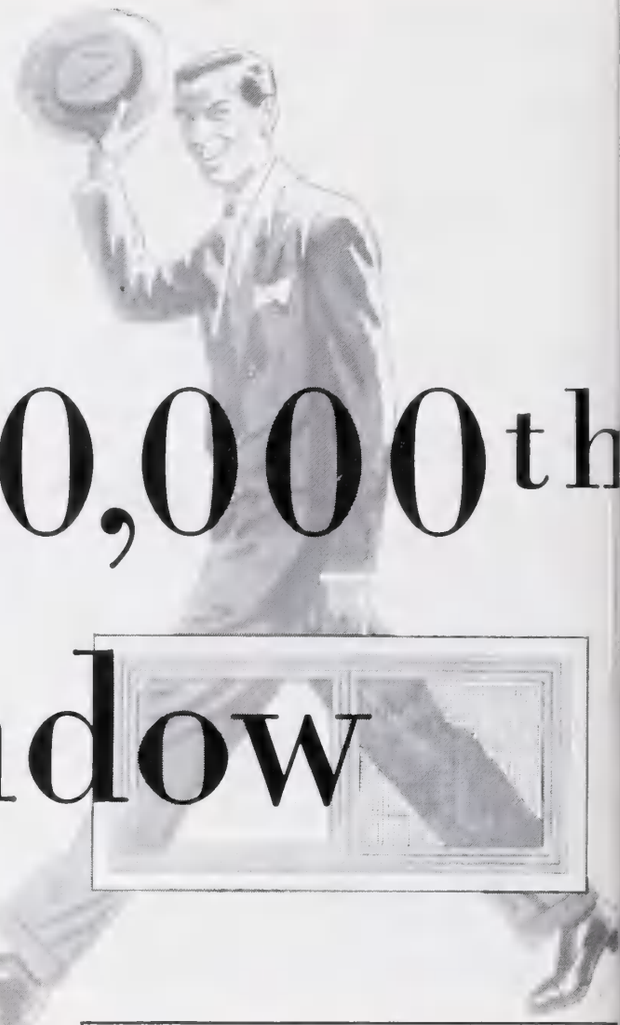
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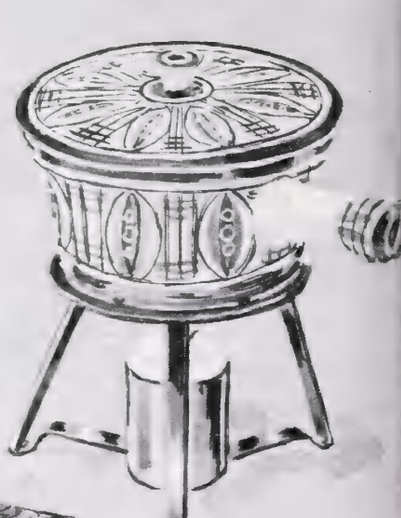
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East Aurora — Tackbary's

NEW YORK (Cont.)

Elmira — J. P. & M. Sullivan
Geneva — Lynch Furniture Company
Glen Cove, L.I. — J. C. Dodge & Co.
Glens Falls — Glendale Furniture Co.
Gloversville — Livingston's
Hartsdale — Cavalon, Inc.
Hempstead, L.I. — George s Fine Furniture
Huntington, L.I. — Ralph Edwards Furniture
Ilion — Best Appliance & Furniture Co.
Jamestown — Field & Wright Co.
Johnstown — Alfred A. Cole
Latham — The House of Maple
Manhasset, L.I. — Suburban Shop
Middletown — Crawford Furniture
Narrowsburg — Rasmussen's
New York City — Bloomingdale's
New York City — James McCreery
Newburgh — Burgers Furniture
Norwich — George J. Devine
Odessa — Cotton-Hanlon, Inc.
Oneida — John Froass & Son
Oswego — Browne-Davis
Pattersonville — Pattersonville Furniture Store
Poughkeepsie — Perlmutter Furniture
Riverhead, L.I. — S. Harding & Sons
Rochester — Lauer Furniture Co.
Rochester — Sibley, Lindsay & Curr Co.
Schenectady — H. S. Barney Company
Southampton, L.I. — E. A. & H. Hildreth
Syracuse — I. Fleischman & Sons, Inc.
Utica — E. Tudor Williams, Inc.
Watertown — Frank A. Empsall & Co., Inc.
Waverly — D. M. Handrick & Sons
Wellsville — Rockwell Brothers
West New Brighton, S.I. — Farr Furniture
Westfield — Westfield Wayside Furniture Co.
White Plains — Ardsley Furniture

OHIO

Akron — Polsky's
Ashtabula — Ducro Furniture
Bellville — Meyers Furniture Co.
Canton — Worth G. Myers
Canton — Summers Furniture Shop
Chillicothe — Ebenhack & Son Furniture
Cincinnati — Alms & Doepke Co.
Cincinnati — Kreimer Brothers Co.
Cleveland — J. L. Goodman Furniture Co.
Cleveland — The May Company
Cleveland — Sterling-Linder-Davis
Columbus — W. S. Carlile & Sons Co.
Columbus — F. & R. Lazarus & Co.
Cuyahoga Falls — Long & Company
Dayton — Rossiter-Jarrett-Harmon Co.
Findlay — Jackson's Banner Furniture Co.
Fremont — Tschumy Brothers
Hebron — Besanceney Furniture Co.
Lancaster — Colonial Heights Furniture
Mansfield — W. E. Jones Piano & Furniture House
Marietta — Brothers, Inc.
Toledo — Johnson's Furniture
Toledo — Lamson Brothers Co., Inc.
Youngstown — McKelvey's

OKLAHOMA

Enid — C. E. Loomis Furniture Co.
Oklahoma City — Harbour-Longmire Furniture Co.
Oklahoma City — McCandless Furniture Co.
Oklahoma City — A. F. Williams Furniture Co.
Tulsa — Bull Furniture Co.
Tulsa — Colonial Furniture Co.
Tulsa — Dickason-Goodman Lumber Co.

OREGON

Eugene — Lyons
Oswego — Chet Ferguson
Portland — Lipman Wolfe and Company

PENNSYLVANIA

Allentown — William J. King
Altoona — Gable's
Altoona — Penn Furniture Co.
Ardmore — Furniture Inn
Ardmore — Strawbridge & Clothier
Beaver Falls — W. H. Gross
Bloomsburg — Fred G. Sharretts Furniture
Carlisle — H. M. & A. M. Hutchinson
Chester — Tollin's
Conyngham — Thrift Furniture Mart
Danville — McVey's Furniture
Doylestown — Carr's Furniture

PENNSYLVANIA (Cont.)

Erie — Erie Dry Goods
Flourtown — Fuld's Valley Green Furniture Shop
Genesee — Champan-Burrous
Hatboro — Gamsburg Furniture
Hummelstown — Bowser's Furniture
Jenkintown — Russell Smith, Inc.
Jenkintown — Strawbridge & Clothier
Johnstown — Penn Traffic
Lancaster — Watt & Shand
Lewisburg — Donahoe's Furniture
Lititz — Beck Brothers
Manheim — Beck Brothers
Media — Georg Bloom
Millersburg — J. J. Kelly & Son
Monessen — Sam Stern
Montoursville — Thomas Furniture
Nanticoke — Noble Furniture Store
Natrona Heights — Myers Furniture
New Castle — Wayside Furniture
New Cumberland — Arbegast & Co.
Philadelphia — Strawbridge & Clothier
Phoenixville — McCarraher Brothers
Pittsburgh — B. White's Maple Shop
Pittsburgh — Boggs & Buhl
Pittsburgh — Kaufmann's
Pottstown — The Wilke Furniture House
Reading — Kaufmann Furniture Co.
Reading — C. K. Whitner Co., Inc.
Red Lion — Zarfos Furniture Store
Sharon — J. M. Willson
Souderton — Fisher Furniture Store
Spring Grove — Senft's Furniture
State College — Schlow's Quality Shop
Uniontown — Sidney's
West Chester — Kauffman's
Williamsport — Smith's Home Furnishers
Wilkes-Barre — Fowler, Dick & Walker
York — The Colony Furniture House

RHODE ISLAND

Cumberland Hill — Belisle Furniture Studio
Providence — The Outlet Company

TENNESSEE

Bristol — H. P. King Company
Chattanooga — Hodge Furniture Co.
Chattanooga — Miller Brothers Company
Knoxville — Edelen Furniture Co.
Knoxville — Fowler Brothers Co.
Knoxville — J. F. Walker Company
Nashville — Banner Furniture Co.

TEXAS

Amarillo — McAfee's, Inc.
Baytown — Culpepper Furniture Co.
Beaumont — Phoenix Furniture Co.
Borger — Frank Jennings Furniture Co.
Corpus Christi — The Show Room
Dallas — Anderson Studio
Dallas — Frank Duff-Lillard Furniture Co.
Ft. Worth — Art-Lack Interiors
Ft. Worth — Phoenix Furniture Co.
Houston — Joske's
Houston — Waddell's Housefurnishings Co.
Houston — Richter's
Houston — G. A. Stowers Furniture Co.
Lubbock — Sellers-Jondahl-Jenkins Furniture Co.
Lubbock — Spears Furniture Co.
Midland — Knorr Furniture Co.
Port Arthur — Hampton's
Port Arthur — Phoenix Furniture Co.
San Angelo — Shepperson Furniture Co.
San Antonio — H. R. Fisher Furniture Studio

VIRGINIA

Alexandria — Barnes & Kimel Co.
Arlington — Barnes & Kimel Co.
Chester — Stone's Colonial Furniture House
Falls Church — Barnes & Kimel Co.
Richmond — Kenneth Lord Furniture Shop
Richmond — Rountree Corporation

WEST VIRGINIA

Charleston — Coyle & Richardson
Charleston — The Diamond
Morgantown — Royal Furniture Co.

WISCONSIN

Beloit — Brusberg's
Janesville — Cain-Ashcraft Co., Inc.
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Racine — Porter Furniture Co.

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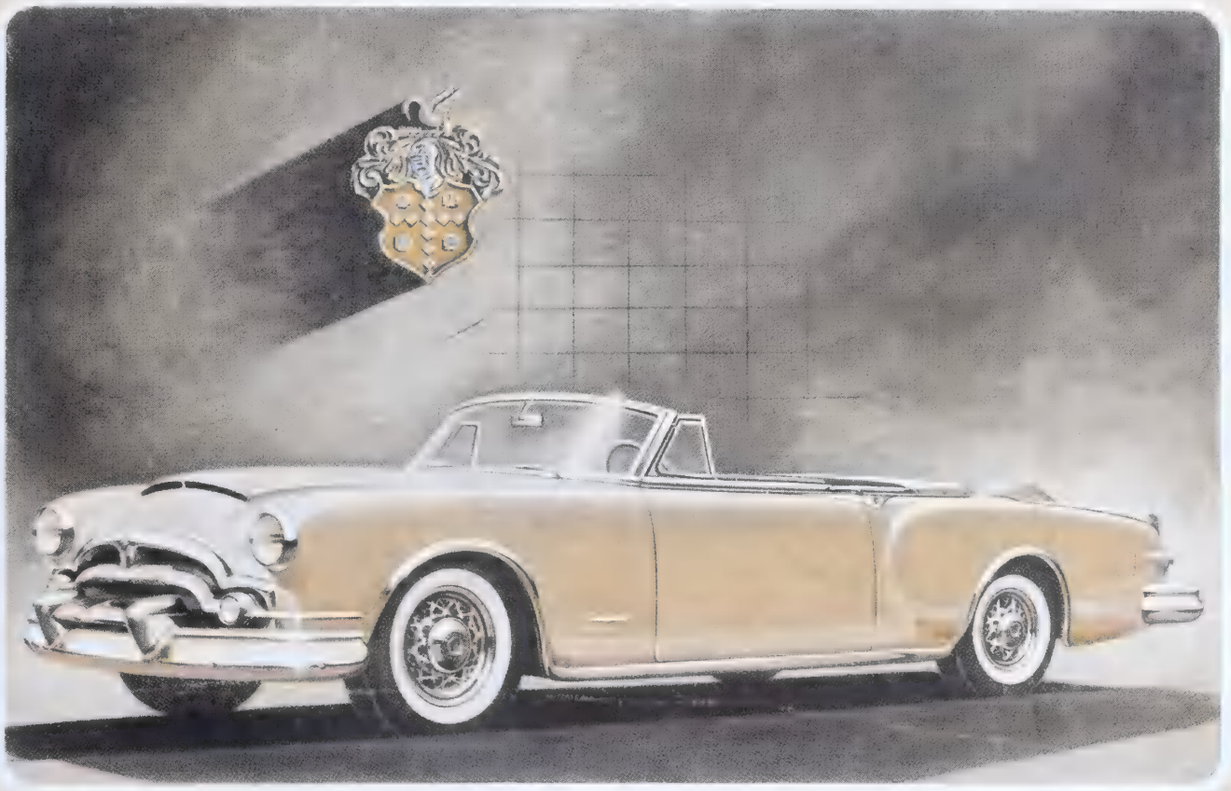


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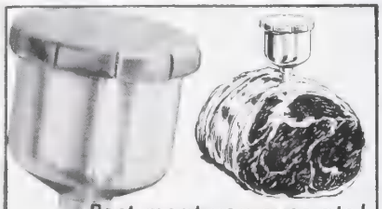


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New! DRAWER DIVIDERS

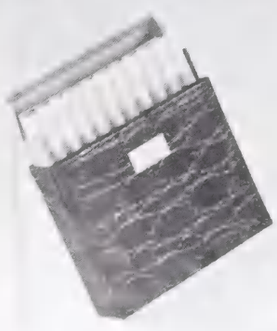


With these easy to install, adjustable *metal* drawer dividers you can now conquer that messy drawer problem permanently. May be installed in any position—will expand from 9 to 17 inches. Have a separate section for gloves, socks, hankies, lingerie, cosmetics, etc. Save time searching. Come 4 to a set in 3 heights:

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Magicarpet Traction Treads give your car the traction of an Army Tank! Just place a tread in front of each rear wheel. Weight of car presses down on the diamond slots, gives tires sure-grip Traction. Magicarpet is tough, lightweight, flexible steel mesh. Each tread is 8" wide, 27" long and waffle-thin for storage in your trunk.

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PAGE & BIDDLE
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WINDOW

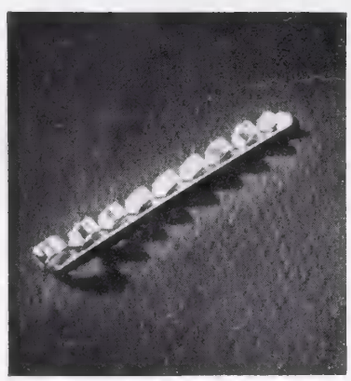
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FLIRT GUN. What chance h a man got when a girl adds to h other deadly weapons a perfur atomizer called a Flirt Gun? H may resist the lowered eyelash even the premeditated sorcery a love song and a waltz ski But when a coquette impudent sprays herself with fragran from a goldplated miniature of "Flit Gun," the gentleman is goner. $2 ppd. Malcolm's, 5 N. Charles St., Baltimore, M



14K GOLD BOBBY PI Maybe you can think of a bett valentine to give to a fair lad We can't. It looks exactly the w a wonderful gift should loo shining and elegant and exciti and *very* good. We even had bobby-pin-fuss-pot test it for u and she reports that it holds wa ward hair superbly. $7.20 in tax & post. Blum's of Rockvi Centre, 95 North Park Av Rockville Centre, New York.



GARDENING, INDEE Maybe Mr. Breck can sell the to his Garden Club ladies digging in the good earth. But n us! We shall wear ours with o best black suit and pity our u initiated friends who pay 4 tim the price for kid gloves. The are white capeskin, soft, supp washable, *very* chic. Sma medium, large, for sizes 6, 7, a 8. $1.98 ppd. Breck's of Bost 308 Breck Bldg., Boston 10.

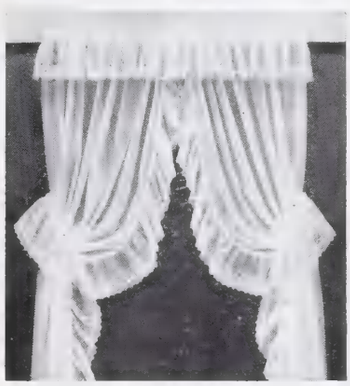
SHOPPING WITH Pat Gunan



OMAN'S WORK is running e *business* of home. But where we keep correspondence, bank atements, recipe and address rds, insurance policies? So for alentine's Day here's what *we* ant. A steel cabinet with two tter file drawers, compartment r index cards, safety vault, stor- e space for stationery. 27" x 16" 34" high, grey, or green. $45.95 .b. New York Steel Co., 35 aiden Lane, New York 38, N. Y.



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ANT TO BE LUCKY IN VE? *Tell* him (don't ask n) to love you. And to com- nsate for the disturbing merry- -round you've started in his art, give him the luck of the rseshoe. It will keep his desk big-shot order, bring him fat ntracts if he's a tycoon, top rks if he's a student. Real pony e has copper strap stamped h "Love Me." $1.50 ppd. rseshoe Forge, Lexington, Mass.



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60" x 102" Rough Rider table cover
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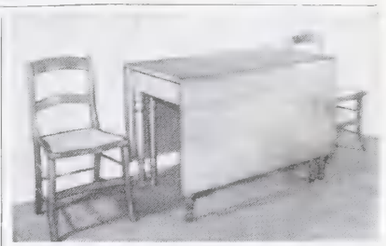
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Romance your "candle-light and silver" table settings with these Lady Brett 12" MONO-GRAMMED CANDLES.

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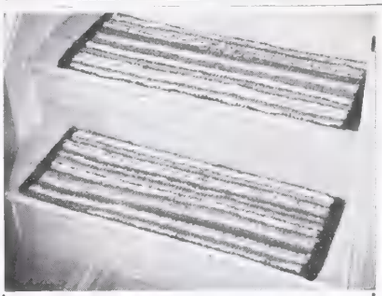


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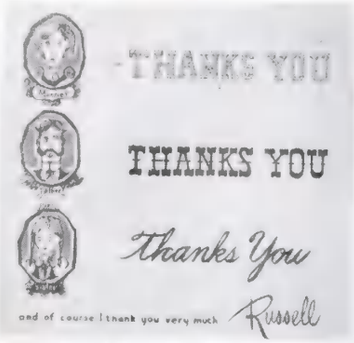
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Hand hooked cotton twist stair treads in the old fashioned hit-and-miss pattern add color to your stairway and soften your tread. A wonderfully decorative note for the hall at a modest cost. 9½" x 24" each tread.

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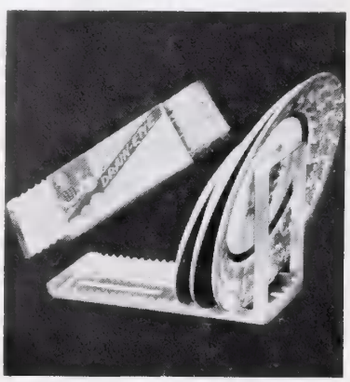
WINDOW



HOW DOTH THE BUSY LITTLE BEE improve each shining flower arrangement! Get this family of three polka-dotted bees and spot them in among your potted plants. Place one in the heart of a flower. Put another on your desk as a decorative reminder to pay those bills. Handmade Italian pottery. 2½" Papa Bee is $1.75; Mama is $1.15; and Baby Bee is 59¢. Ppd. Edith Chapman. Nyack, N. Y.



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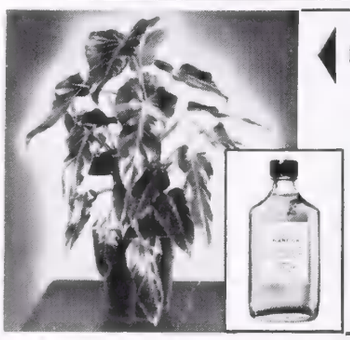
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Want to *banish* porcelain rust and gray hard water stains easily—in *seconds*? Get POR-SO-KLEEN! Odorless . . . easy to use . . . it magically restores porcelain's original sparkling beauty. It's *completely safe* for hands, porcelain, septic tanks, and it *removes* (not just bleaches) ugly, stubborn stains from bathtubs, sinks, washbasins, bowls! Order now: 1 pint, $1.25; 6 pints, $6.50, postage paid. No C.O.D. Money back guarantee.

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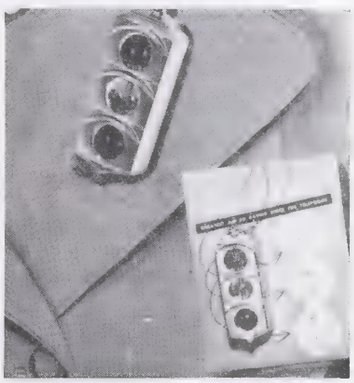
SHOPPING



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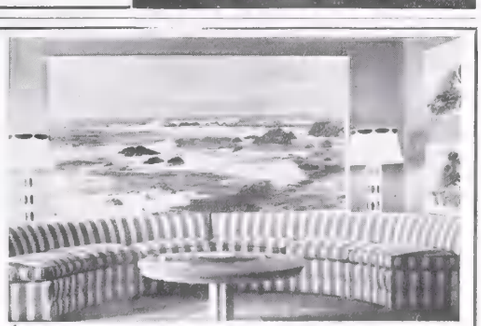
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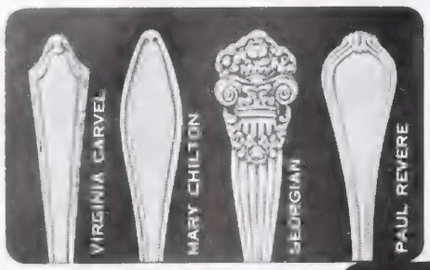
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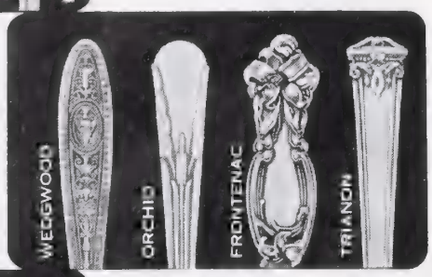
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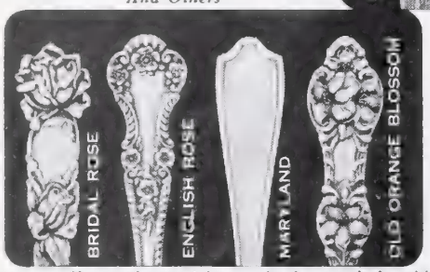
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(*Continued on page* 25)

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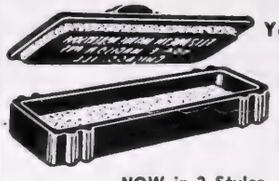
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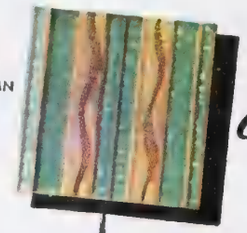
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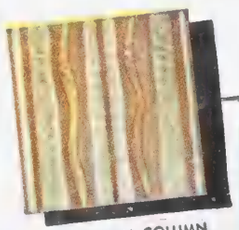
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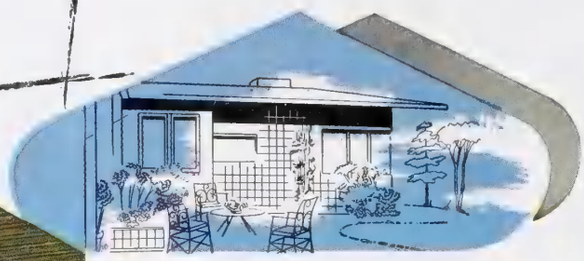
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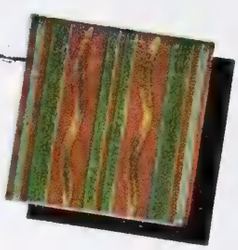


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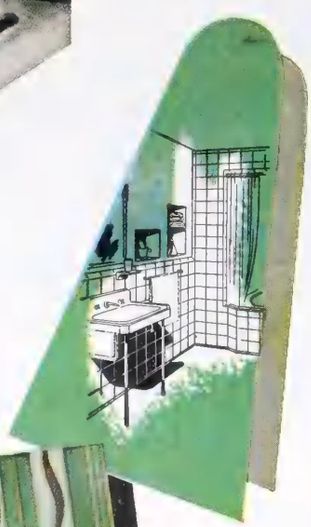


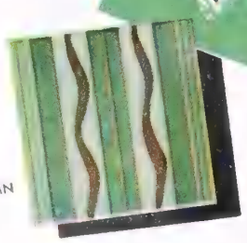


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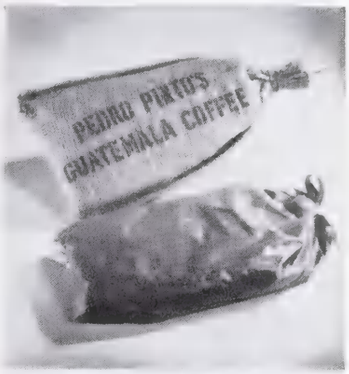
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WINDOW SHOPPING

CONTINUED FROM PAGE 22

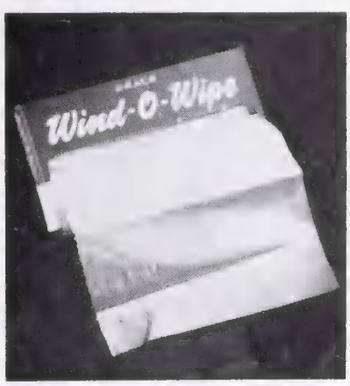
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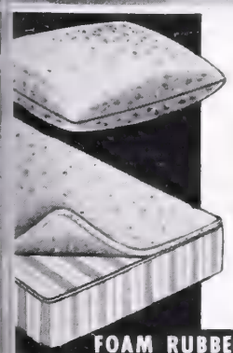
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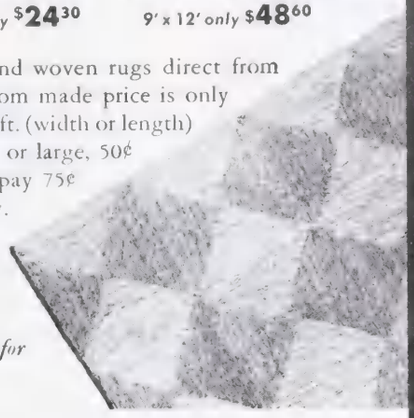
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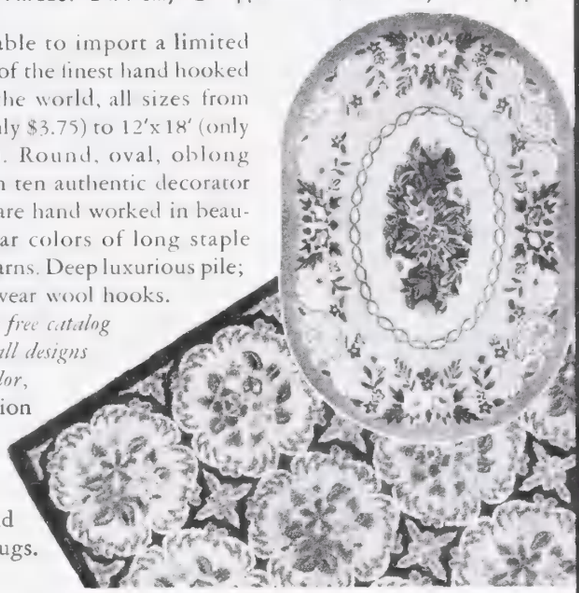
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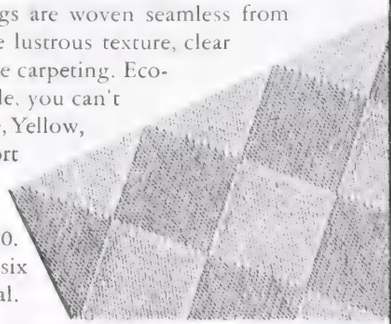
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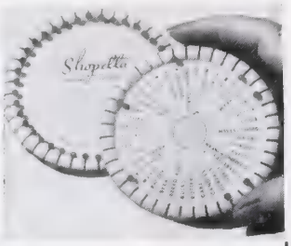
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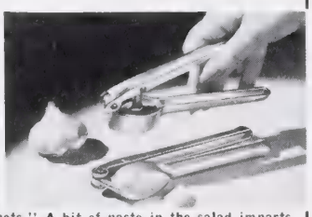
"EASY-OFF" OVEN CLEANER

The new cleaning substance that quickly dissolves dirt, grease and baked-on drippings. Makes grills, ovens, broiler pans, etc. gleam like new. Simply apply "Easy-Off" to surfaces and sidewalls, allow to stand for 2 to 3 hours, wash off with warm water. No scrubbing, scraping or scouring. Completely harmless. Needed by everyone who owns a stove.

6-oz. jar **$1.00** postpaid

NEW! OVAL GARLIC PRESS

Here's the new oval garlic press made in the shape of the garlic itself! Sturdily made of polished cast aluminum, it quickly reduces garlic to an aromatic paste to be rubbed on steaks, fowl, roasts, etc. In broiling, this paste disappears completely from steaks leaving a glorious garlic flavor but no "hot spots." A bit of paste in the salad imparts that "delicate suggestion" of garlic! Use the garlic press and BLEND flavor evenly into meats, salads, stews, etc.



$1.00 postpaid

Send for New Spring catalog.

BLACK & COMPANY, Inc

99-16 Metropolitan Ave.,
Forest Hills, N.Y.



BUY THE BEST! AFRICAN CAMP CHAIR

Madden Products brings you a new improved camp chair, with heavier frame, heavier sling, new beautiful vat-dyed colors: Orange, Green, Black, White, Yellow or Terra-cotta. This is a full size chair, not an underscaled version! Do not accept inferior substitutes! When you buy this chair you buy the best!

Formerly at $14.95 . . . NOW $10.95

Also in top grade saddle leather **$29.95**
Factory Rejects (not guaranteed) **$5.95**

Write for descriptive literature about the handy new Chair Tray. Complement to the African Camp Chair, it clips on to frame and will hold an ashtray and glass. **$1.99**

Shipped in free carton—EXPRESS COLLECT. Sorry, no C.O.D.'s. In N. Y. C. add 3% sales tax.

Send 15c for latest catalog

MADDEN PRODUCTS
Dept. B22, 7 West 44th Street, N.Y. 36, N.Y.

Versatile 4-Spot Waterer



Waters 4 separated plants or areas at one time

Versatile 4-spot waterer sprinkles foliage or soaks roots only . . . waters separated plants or any shape bed or border. Connects to end of your garden hose. Has two 13 ft.; two 9 ft.; one 7 ft. lengths of small plastic hose and 4 unique brass sprinklers. Puts water exactly where you want it. Light and durable. Choice of red, green or black Koroseal.

Complete unit, ready to use, **$8.85**

Guaranteed satisfactory. Send check or M.O. and we pay postage.

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**** Personalized ****



LUXURY HANGER

Finest quality imported shoulder-shaped suit hanger. Extra wide (18" or 20" lengths, please specify). Clear lacquer finish with 1, 2 or 3 gold initials.

$3.00 ppd. No C.O.D.'s please.

Send for Free Brochure

NATIONAL HANGER CO., INC., 15 W. 18th St., New York 11, N. Y. Dept. HB 2



The LAWN O'LITE

All Cast Aluminum Finished in Black

POST LAMP

with Rippled Crystal Clear Glass!

Rustproof construction.

20 inches high with 3 inch post cap.

$14.50 PREPAID *NO C.O.D. PLEASE!*

Complete with Bulb Socket.

Plans included for making economical wood post.

LAWN O'LITE 6132 Lakeland N., Minneapolis 22, Minn.

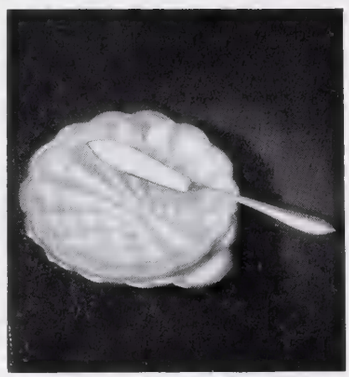


WINDOW



FISH FOR COMPLIMEN

—as a hostess and as a g
And use these servers for a
cial fish mousse, swordfish st
fillet of sole almondine. The
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pattern, and the tines and bl
are fine Sheffield plate. Use t
for cold meats, pie, tarts, or
them to a bride. $15 incl. tax
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the most talked about hostes
town. These are lovely! Si
plated with glass liner and si
plated spreader, your butter,
cheese, nuts, mints, or reli
will look as beautiful as they
taste. You'd better order sev
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BAGSKET is a handsome c
all for you knitters and ne
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carrying bag, but it also st
on its own feet, so you can
and sew wherever you go. Y
better get one for your mothe
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with floral print, and its poc
for needles, yarn, etc. Ope
9" across, 12" deep, 14"
$2.59 ppd. Miles Kimball
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YOUR SMARTEST BUY!
Solid Birch & Maple
Captain's Chairs
READY-TO-PAINT
2 for $14.95



SMART BECAUSE—factory low prices save you money! You'll use them in every room—clean carved lines blend with all your furniture. **Completely assembled,** smoothly sanded—ready to paint, stain or lacquer. **Solid birch and maple** construction will last thru year after year of rugged use. Seat 17" x 16½", overall ht. 28½". Packed 2 of a kind to carton minimum order accepted, 2 chairs.

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KLOCKER SPANIE ELECTRIC CLOCK

TAIL WAGS, EYES MOVE!

Electric Movement Licensed by Westinghouse

CHILDREN LOVE IT!

ONLY

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Absolutely Accurate—Guarantee YR. against defective workman or material.

Very attractive and appealing with luminous eyes and tail in constant mo Specify color preference: black, white, red or yellow. Sold by mail order

Send cash, check or M. O. and we postage, or we ship C. O. D.

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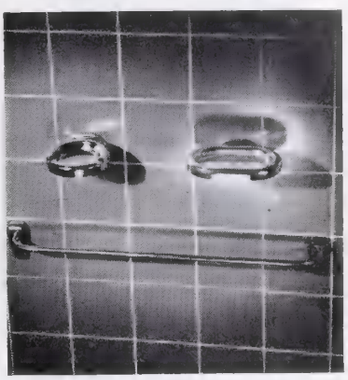
SHOPPING



OBLEST OF THEM ALL r organizing your front hall is is beautiful Show-Off Rack. ne 2 drawers will hold every- ing from car keys to stamps. ne notched letter post holds ail; the 6″ shelf, a figurine or ant. 19″ high, 11″ wide, and nd-rubbed, it comes in solid h brown mahogany for $14.85; selected mellow maple for 3.95. Ppd. I. N. Slack & Co., 0 Fifth Ave., New York 1.



D CONNECTION between ur bathroom wall and these f-attaching fixtures is neces- y. They come backed with ad- sive mounting strips so you can ng them on tile, plaster, wood, metal without drilling a hole driving a nail. Finished in rome, ash tray is $1.29; soap h is $1.29; 18″ towel bar is 69. Ppd. Mrs. Dorothy Damar, 32 Damar Bldg., Treat Place, wark 2, N. J.



AGNIFYING TWEEZER. ien your child gets a deeply bedded splinter, it's Operation wl while you probe the painful a with a sterilized needle and shaking hand. But with the gni-Tweeze you can remove rs, splinters, thorns that you 't see with the naked eye. gnifying glass enlarges slivers 3 times their size! $1.50 ppd. on Products, 219 W. Chicago e., Chicago 10, Illinois.





Now! My Electric Mixer and.. these 3 New KITCHEN MIRACLES

SAVE ME MONEY, TIME AND GET MY KITCHEN CHORES DONE Easier!

FITS ANY ELECTRIC FOOD MIXER and DOES the WORK OF EXPENSIVE APPLIANCES FOR FAR LESS COST!

You don't have to buy expensive kitchen appliances . . use your food mixer and VALCO attachments! Fits ALL mixers . will do your kitchen chores Easier . . Quicker. VALCO products bought with confidence . . . almost 1,000,000 satisfied customers . . . complete satisfaction guaranteed or your money back!



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Only $3.49 Taxpaid Postpaid

Here's the quick, easy, money-saving way to keep knives, scissors "razor-sharp," ready for instant use. Kit includes special adapter, sharpening wheels, scissors grinder, instruction book. Guaranteed.

HEALTH-N-UP with a "MALT-IT" Drink-Mixer

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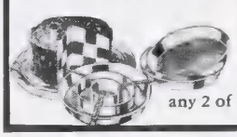
For your family . . . Make thick, creamy, healthful, delicious dairy drinks with your "MALT-IT" attachment . . . (Regular beaters can't do this). Fits any mixer. Includes 20-oz. container, mixer adapter, stainless homogenizer, recipe book. Guaranteed.

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Takes only minutes instead of hours with a "BUFFER KIT" to polish silver, furniture, wax car, sand woods, remove paint, etc. . . . fun to use. Kit includes lamb's wool buffer, sanding discs, bone-hard rubber backer, mixer adapter, instruction book. Guaranteed.

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Write for FREE Catalog of Extra Values in HESCO Gifts and Homewares.

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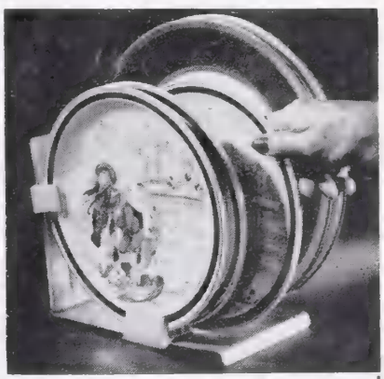


NEW MAGIC LEAF—only $1.25 CLEANS SILVER INSTANTLY!

Amazing product of Dow Chemical Co. ends use of harsh chemicals. Silvery "magic" leaf cleans your silver with warm water and detergent right in dishpan. Safe and so easy to use. Removes every trace of tarnish, even on deep-etched patterns — on gold, silver jewelry, too. Leaves gleaming finish. 100% satisfaction guaranteed.

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Box 731, Goleta, California



FILE YOUR PLATES

Here is the most remarkable cupboard organizer that ever stored plates in "stand-up" safety. An aluminum rack holds 12 plates of any size within rubber grips, and takes up only 4½ inches of shelf space. Stand on shelf in back of cabinet so you can "twirl" plates out with finger-tip dexterity. *No more stacking!*

$2.45, postpaid, for set of two

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E LUXE TOOL PERFORMS ZENS OF JOBS

For KITCHEN BAR OFFICE TRAVEL

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of the handiest, most versatile aids to easier s yet devised . . . a gift that everybody from maker to VIP can use. YOU NAME IT—AMI S IT! • Opens liquor bottles • Flips off crown • Removes anchor and vacuum bottle tops • tures cans • Cracks nuts, lobsters • Squeezes ns, limes • Acts as pliers, screw driver, hammer. h • Eases out Champagne corks • Holds ice. corn, hot pot tops.



In elegant Top Grain Cowhide Sheath $7.00

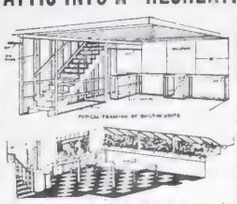
Beautifully made, finished in gleaming *Chromium* or *Gold*. Name engraved on AMI—5c per letter; gold imprinted on Sheath —25c per Sheath. Quantity discounts over 50.

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gifts *galore*

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HOW TO TURN YOUR BASEMENT or ATTIC INTO A "RECREATION ROOM"!



Need More Room At Home For Carefree Social Times . . . More Play Space For Your Youngsters —This Complete New Book, HOW TO BUILD A RECREATION ROOM IN YOUR HOME or ATTIC, Will Show You How To Plan and Build "The Room of Your Dreams".

Never before has there ever been a book like this! Every step in building your recreation room is given in easy-to-understand diagrams, explanations. Scores of suggestions for every need, covering every size room or space available. You can easily turn your basement into a room for entertainment made to resemble a Night Club. Or you can build an All Purpose Room, Teen Age Room, Music Room, Man's Den, Home Craftsmans Work Room, Laundry Room With Glamour. Your friends will marvel at the new added beauty and luxury to your homes.

Everything Made So Easy

Everything from putting the plan on paper to finishing is covered. NOTHING IS LEFT OUT! You are shown how to overcome Dampness—Enclosing Basement Rooms—framing for the walls—A New Ceiling—A Good Floor—Partitions, etc. Or you can build an All Purpose Room, Teen Age Room, Music Room, Man's Den, Home Craftsmans Work Room, Laundry Room With Glamour. Your friends will marvel at the new added beauty and luxury to your homes.

Give Your Attic That "Magic Touch"

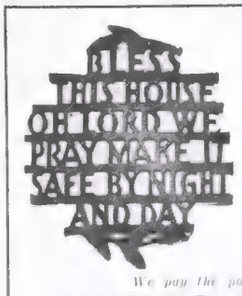
Turn your attic into a Playroom for Children, Study, Den, Sewing Room or a Guest Room. Just follow the step-by-step explanation and Illustrations.

You Don't Have To Be A Carpenter

This book was written so that you, the average home owner, even if you never picked up a hammer before, can build everything that this book contains. Send for "How To Build A Recreation Room In Your Basement or Attic" by Bob Baer, NOW! Big Book, 8½x11—Over 200 illustrations, 96 Pages. Only **$1.50**

Send $1.50 now (we pay postage). C.O.D.'s accepted (plus postage). Money back guarantee.

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BLESS THIS HOUSE

prays this popular pin-up trivet. Better keep several on hand and have a unique and always welcome gift on hand for special occasions. Hand-cast in old-fashioned iron, satin-black finish, 7″ dia. $2.25.

OUR DAILY BREAD

A meaningful trivet that both asks a blessing for your table and confers one on it. "*The most original and clever gift I ever saw. Everyone admires the one I have on my kitchen wall,*" writes one customer. Hand-cast aluminum, black satin finish. 6″ wide, $2.25.



We pay the postage when money accompanies order.

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WINDOW

DECORATIVE AND USEFUL VALUES FOR YOUR HOME

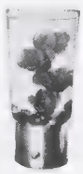
ELECTRIC AQUARIA-TELLURIUM LAMPS

The Newest Idea in Home Decoration



#1 Model B Lamp
You've never seen anything so unusual before. At the flick of a switch . . . a display of artificial flowers in an aquarium of light. Ideal as a television lamp. 20" high. Metal base. Glass vase 4½" x 8". Three-way lighting switch. Complete with shade (Choice of colors: chartreuse, red or green)—artificial roses (color: red or white—4 roses to bunch) and colorful marbles. Can also be used for philodendron or gold fish. Only **$15.95.**

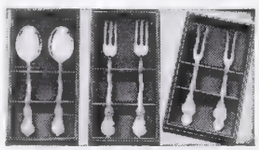
#2 Model BI Tellurium Lamp



Light diffuses right out of the water creating an unusual picture of beauty. Lamp is 10½" high. Metal base. One-way switch. Complete with artificial roses (colors: red or white—4 roses to bunch) and colorful marbles. Can also be used for philodendron or gold fish. You'll be complimented by friends on your good taste. Only **$9.95.**

STUNNING IMPORTED SWEDISH SILVERPLATE

You'll "play" a fine role as hostess—serving your company with these beautiful imported pieces of silverware from Sweden. Each and every piece is useful and rich-looking.



#2001 #2142 #2106



#21130

#2001—Coffee, Marmalade & Mayonnaise Spoons. 4 inches long, aristocratically designed. Only **$1.25** pr.

#2142—Hors d'oeuvres Forks. Each fork 4¼" long. Puts the finishing touch on your Hors d'oeuvres service. Only **$2.25** pr.



#2135

#2106—Pickle, Shrimp Forks. These exquisite little forks serve pickles, shrimp, lemons, etc. A collector's item. Only **$1.25** a pair. Four pairs to serve eight. **$4.95.**

#21130—Olive, Pickle Tongs. 4" long. A "must" for every table. Only **$1.25** pair.

#2135—Serving Scissors. With spring action. 4" long. Adds finesse to your table. Only **$2.25.**

DIRECT FROM SCANDINAVIA . . . WROUGHT IRON CANDLE HOLDERS



Wrought Iron Candleholder imported from Scandinavia—A treasure for your home. 4" high—10½" long. Beautiful, Artistic and Fine-looking. Friends will marvel at the added richness to your home. Candleholder for 3 candles **$4.50—$7.95** a pair. Also available in 7 candleholder unit, 22 inches long—**$7.95.**

A TIMEPIECE THAT BECOMES AN HEIRLOOM

Hand-Painted Tole Clock



These hanging clocks are all the fashion. Hand decorated Tole Clock—a wall clock in the shape of an old-fashioned pocket watch. Not only a clock that will give you a lifetime of accurate time-keeping but also a decorative treasure for any room, any period. Clock is 11 inches in diameter; fitted with a guaranteed Sessions Electric Movement. At only. Choice of all Brass or Bronze case, or decorator Black, Green or Red case with hand-painted gold-color leaf design; large knob and hanging ring are polished brass. Really a magnificent article.

11" diameter $9.95
12" " 10.95
15½" " 14.95

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HOW TO ORDER: Just send your name and address and item desired with payment. We pay postage. (APO & FPO orders accepted. Send you pay postage.) Money back if not delighted. Order NOW from

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BRASS TRIVET PIN-UP

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Each $6.50 ppd. Pair $12.50 ppd.
Satisfaction Guaranteed

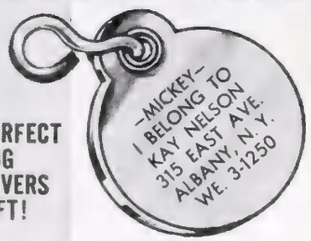
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Now, do a professional sewing job at home in half the time. Sew a beautiful, invisible blind-stitch hem without rethreading. Magic Stitcher holds a complete spool of thread. Do hemming, tailor-tacking, applique, basting, shirring, smocking. Uses regular or elastic thread. Light (1 oz.), fits palm of your hand. Instructions included. $2.95 postpaid (please, no COD's). Money back if not delighted. Send 25¢ for booklet on sewing hints. Write Albin of California, Room 22, 1401-15 West 8th St., Los Angeles 17, Calif.

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PERFECT DOG LOVERS GIFT!

$1.50 ACTUAL SIZE

Personalized Pet Tag

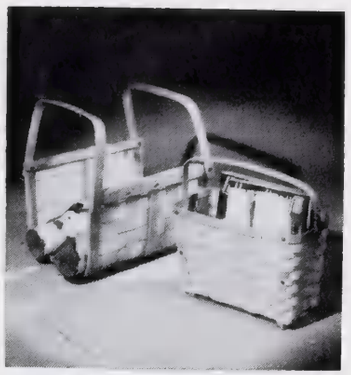
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brings straying pets home. Chrome-plated brass. Lasts a lifetime. Also excellent for umbrellas, luggage, golf bags, etc. Print full information when ordering. We reserve the right to abbreviate or substitute larger tag if necessary. Order direct from this Ad or Write for our Catalog.

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HARVEST BASKETS — perb examples of the fine art basket-weaving in America—w become your prized possessi once you've seen them. Ha woven of strips of strong a they are sanded, weather-proo and have riveted swivel handl The magazine rack is 16" x 9 x 11½" high. $4.75. 18" x 15 12" log basket is $4.95. Ppd. Je fer House. New Marlboro Sta Great Barrington, Mass.



GETTING RUSTY porcel sinks, burned copper saucepa stained aluminumware shin clean is a cinch with *Quick*, amazing new rust remover. loosens rusted nuts, bolts, e like magic. Absolutely harml to colored fabrics, finishes, han $1 for big 4-oz. plastic sque bottle containing many mont supply. Ppd. Huss Bros., 100 Chicago Ave., Chicago, Ill.



SAY "I LOVE YOU" w Royal Doulton's heart-catch Puppy-in-Basket. Our favo Valentine happens to be eleven-year-old who squanders allowance on a collection of ch dogs. So when she opens *this* February 14th the entire Si Grade will be summoned "Come see!" 3½" long. $9 p Gutowitz, 243 Fulton Ave., Hei stead, Long Island, New Yo



BANISH SCRATCHES IN A JIFFY WITH

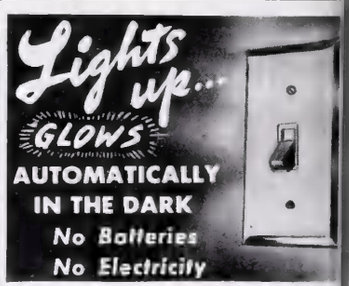
ALMOND STICK

$1.00 PPD. EASY TO USE AS LIPSTICK . . . .

Just rub Almond Stick over furniture scratches and see them fade from sight. Rub over whole table to bring out hidden beauty in wood. Works like magic on marred, faded spots. Use on light or dark wood without danger to finest finish. One stick will last for years. Postpaid, only $1.00.

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AMAZING LIGHT SWITCH PLATE

No more smudgy fingerprints on walls — tripping over furniture — groping in dark for the light switch. Screws on easily—a child can do it. No wires to touch—no electrical connections. Unbreakable polystyrene. Easily wiped clean with damp cloth.

3 NITE GLO LIGHT SWITCH PLATES only **$1.0**

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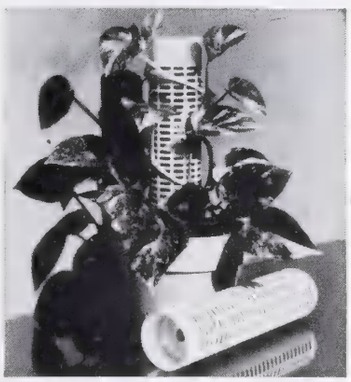
JACKSON EQUIPMENT COMP.
Box 27
Alhambra, California

SHOPPING





SAVE FOR DESSERT these pretty *pretty* Pond Lily Sherbets on Lily Pad Plates. Whether you're serving ice cream or fruit cup, they come to the table like a ballet of color. Frosted glass set includes chartreuse cup with green plate, yellow with brown, violet with blue, white with black. $3.95 set of 4 ppd. Interior Trends, 25 Underhill Ave., Brooklyn 17, N. Y.



THE ROOT OF ALL IVY may be planted in this spiral which is filled with sphagnum moss. The moss acts as food and moisture channel, and encourages growth. Insert spiral in a flowerpot, train ivy to grow up around it, and water from the top. Ivy Spiral comes in red, green, or bronze plastic, with 25 plant pins to hold growing plants in place. $1.25 ppd. Ward Phillips Co., 9 East Main St., Dundee, Illinois.



DILLY FOR A DOLLAR that's really a honey. A clutch purse of finest genuine leather is lined in gay rayon faille, and does a million-dollar job of organizing your pocket book, when it's not traveling with you on its own. It holds your make-up equipment, keys, money. 6½" long with simulated tortoise-shell frame, it's $1 ppd. Village Store of Lake Placid. Lake Placid 47, N. Y.

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Authentically Reproduced in CAST IRON and CAST ALUMINUM

These expertly fashioned copies of century old originals add lasting beauty to the home. Enameled in hard finished white.



(A)



(B)



(D)

(A) IMPERIAL CHAIR #255. A handsome and unusual piece to grace your hall, living room, or porch. 32" high. Seat is 17" x 13", and 20" from floor. Cast Iron. White or Antique Green. **Only $24.50**

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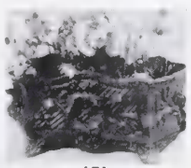
(C)

(C) SWINGING WALL BRACKET #15. Cast Aluminum. 12" high, 16" wide. White or Antique Green. **$6.00. Hanging urn for flowers,** 10" diameter, 5½" deep, Aluminum, is **$6.00.**



(E)

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(F)

(E) WALL SHELF #18. 13" high. Shelf is 9" wide x 5" deep. Cast Aluminum. White or Antique Green. **$2.75 ea.**



(G)

(H)



(I)

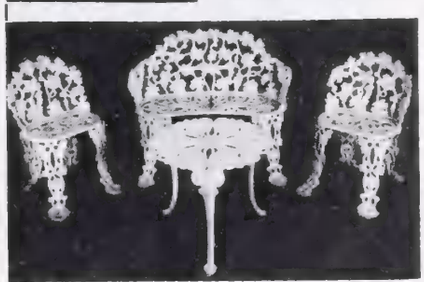
(F) FLOWER URN #106. 14" long, 5" wide, 5½" deep. Cast Aluminum. White or Antique Green. **$5.75**

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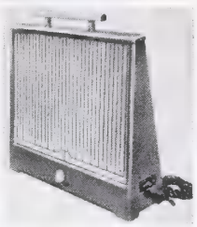


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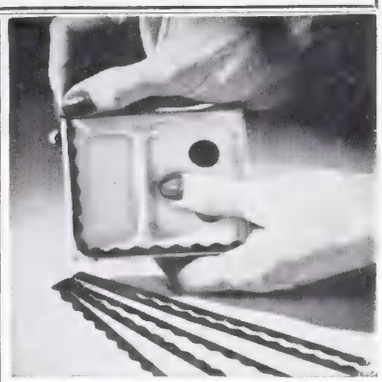
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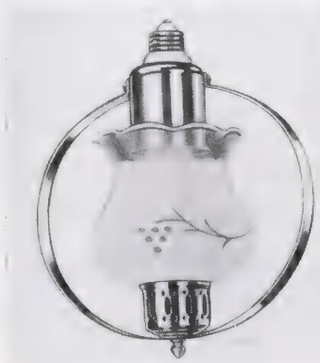
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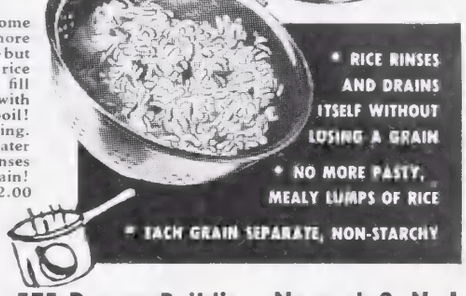
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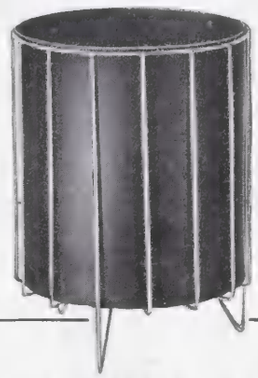


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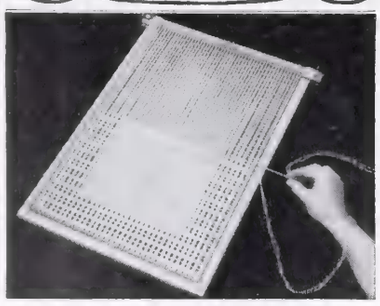
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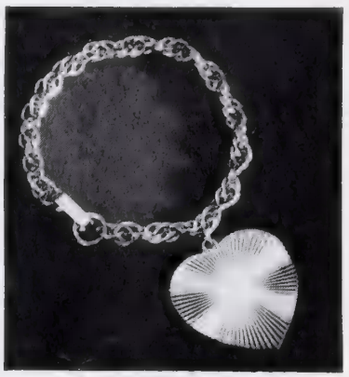


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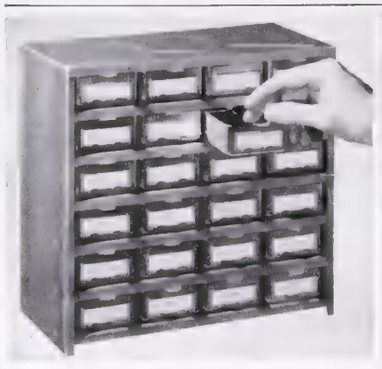


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(*Continued on page 35*)



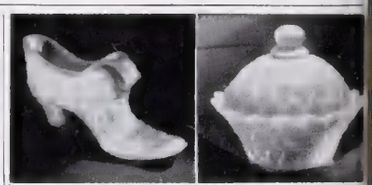
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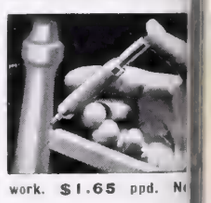


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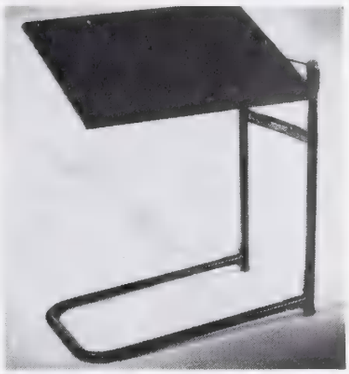
NATIONAL STEEL CORPORATION



WINDOW SHOPPING

(*Continued from page 32*)

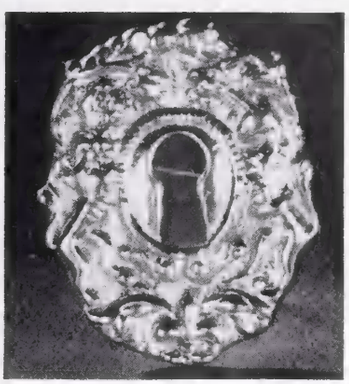
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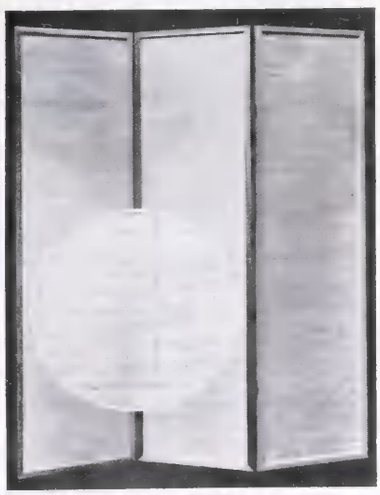
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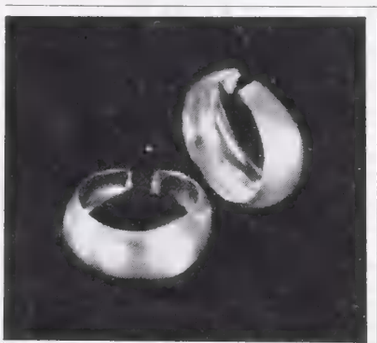
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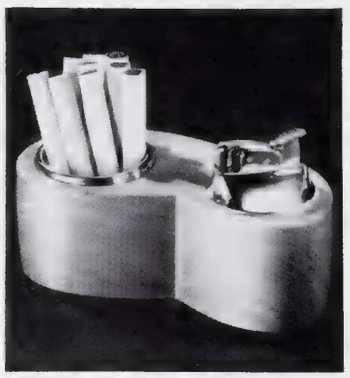
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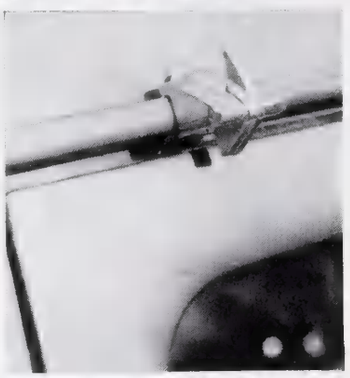
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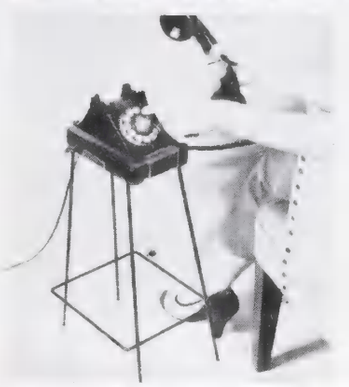
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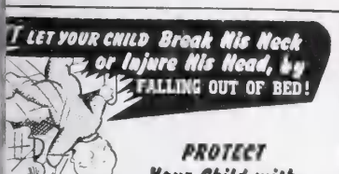
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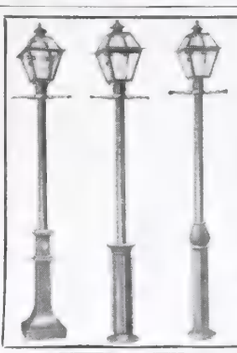
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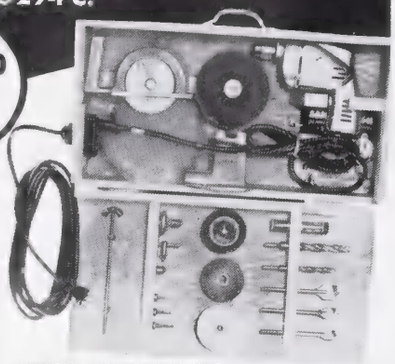
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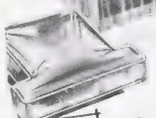
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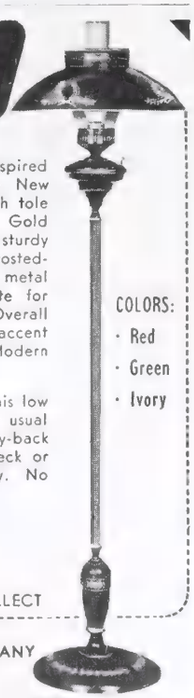


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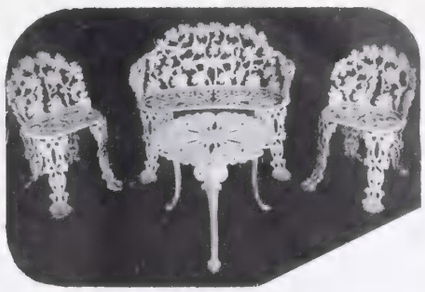
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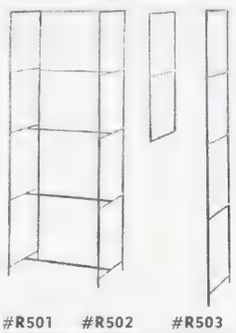
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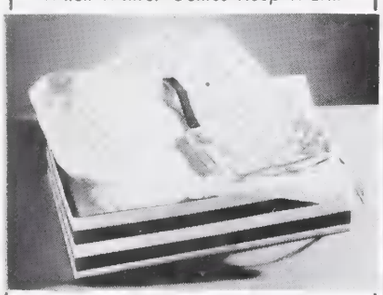
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Kleinert fleecenap shower curtain

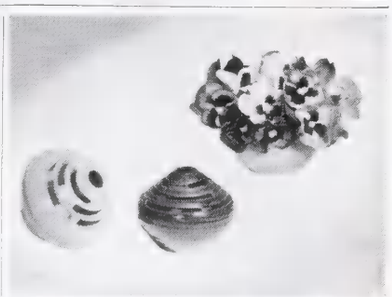
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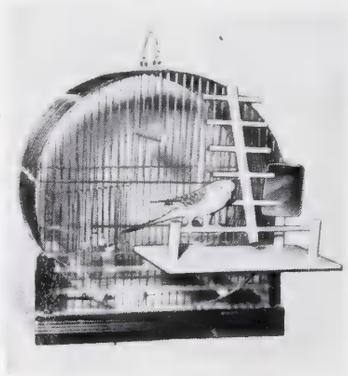
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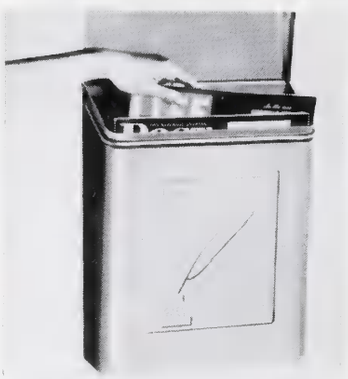
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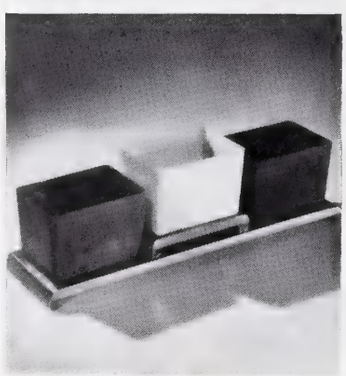
WINDOW



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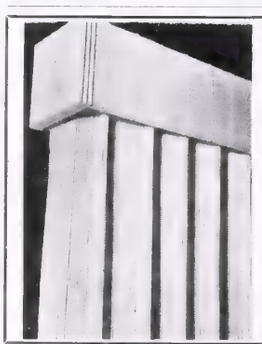


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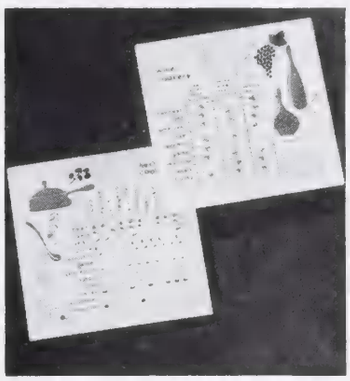
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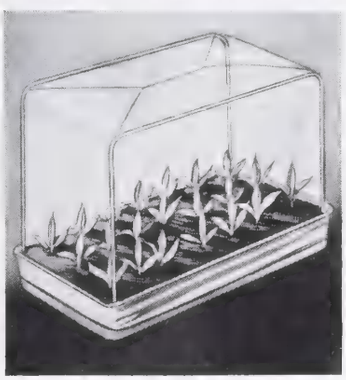
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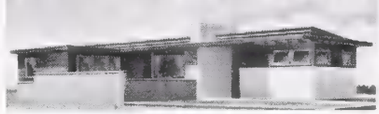
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Give your pooch a break! Instead of subjecting him to the rigors of a dreaded bath use this new scientifically treated cloth to clean his coat. Just rub over his coat — makes him feel wonderful — and you'll have a nice dog with almost no effort. Kills odors (contains chlorophyll), relieves itching, prevents fleas and ticks. Good for cats, too. Accepted with unanimous approval by veterinarians, humane societies and dog hospitals. Cloth 22½" by 13½" $1.00 prepaid. Reusable.

HUSS BROTHERS
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Wallpaper is Interior Decoration

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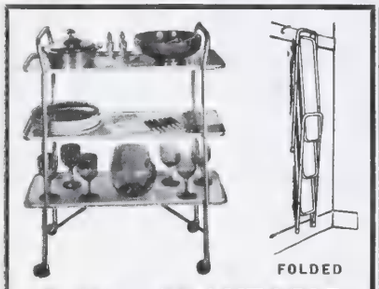
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. . . adds the warmth of color and charm of design that only a lovely wallpaper can give. A wonderful selection for living room, dining room, and stair well.

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***Rolling* TRAYTABLE**

It Folds! It's Featherweight!

This handy utility table saves many steps. Indispensable for indoor and outdoor service. Sturdily built of aluminum. Three tiers 13½" by 31", height 37". **$12.95**

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A beautiful cowhide box to keep his studs, links, tie pins, and trinkets from going astray . . . at home or away. Box is of walnut-colored imported English leather; magnificently stitched and leather lined . . . . $2.25. Add 50c for 3-letter, gold leaf monogram.

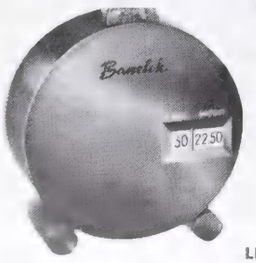
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WINDOW SHOPPING



IF YOU LIKE OLIVES, you'll lose your mind over these. They're the best we've tasted, and wait until you serve a big bowl of them with cocktails. A gift pack of five pint jars includes a variety of hot, spicy, and exotic flavors. Included are: Green Spiced, Italian Style, Hot Spiced, Deep Garlic, and Hickory Smoked. $4.95 ppd. The Keirsey Olive Co., 6921 Placentia Yorba Rd., Anaheim, Calif.



ALL THIS AND HEAVEN-ly price tag, too! We had to look twice to be sure we weren't dreaming. Each bowl is handmade from a solid block of cherry, sanded and lacquered to last! Set of 9 pieces includes the 4 individual bowls, the extra deep 10" serving bowl, the fork and spoon servers, and barrel-shaped salt and pepper set. All for $7.98 ppd. Joseph Lyon Co., P.O. Box 6131, Charlotte 7, N. C.



SOFT IN THE HEAD is this deliciously restful foam rubber pillow. Whether you just want to snooze during the day, relax in front of the TV set, or get to bed early, we highly recommend the "Pilo-Pal." In zippered slip cover of green, coral, burgundy, or grey denim, it's a dream for dreamers. 12" x 16", each is $4.95, or $9.50 pr. Ppd. No c.o.d.'s. Lindquist Foam Rubber Products, 1249 No. Orange Ave., Orlando, Fla.

(Continued on page 45)

Cozy Serving!



Wicker nests are smart hug-me-tight party dresses that bring ovenproof casseroles to table that will have the whole town talking.

Individual casseroles with basket, set of 4 **$3.95**

2 qt. oblong casserole with basket, **$2.95**

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Fill your kitchen with the most modern ideas. Use American-Olean Tile, and watch your dreams make sense whether they're splendid or modest! These smart colors laugh at butterfingered small fry, over-enthusiastic chefs, and every-day kitchen wear and tear.

A-O Tile's array of up-to-the-minute hues and distinctive patterns lets you plan the rooms you want. Cordial, cheerful, and—best of all—work-saving and practical! You can easily plan tile installations to suit your budget. The colors you choose will still be bright and sunny 20 years from now, because they take care of themselves! A damp cloth keeps them sparkling! A-O Tile's beauty is locked in for keeps—it's real clay tile!

American-Olean Tile Co.

906 Kenilworth Ave., Lansdale, Pennsylvania

SMART IDEAS FOR A SPARKLING KITCHEN

1 Tiled areas behind and around stove, with decorative inserts—can't be harmed by heat or grease.

2 Tiled window sills—waterproof and sunfast for the life of your home.

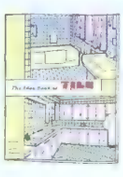
3 Tiled counter tops won't stain, never need special care.

4 Tiled floors give freedom from waxing and polishing. Pleasant to work on—lovely to live with—easy to care for.

TILE SPECIFICATIONS: Color Plate 35; Walls-60 Persimmon; Base-49 Gloss Black; Counter Top-34 Berry Brown; Range Back-47 Brite White; Insert-H-54 C.142; Floor-OS-3234-2, Black, White, Rust Brown.

FREE—Complete specifications for this A-O Kitchen!

SEND 10c FOR THE "IDEA BOOK OF TILE". 12 full-color pages of ideas and color schemes for kitchens, bathrooms, and playrooms. Use the coupon below.



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- ☐ Please send specifications for Kitchen, Plate 35.
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- ☐ Please send the address of my local American-Olean Tile dealer.

Name_____

Address_____

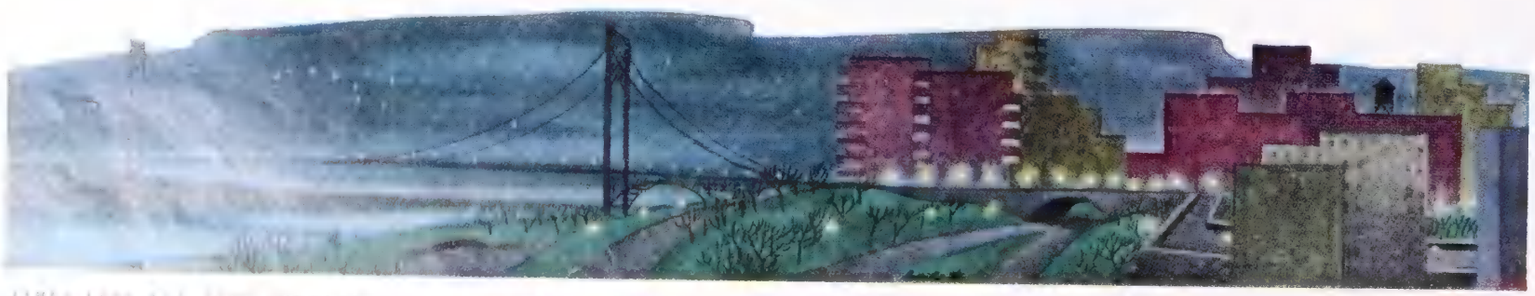
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WINDOW SHOPPING

CONTINUED FROM PAGE 42

JENNIE JUNE & JAMES are old-fashioned china dolls that any child will love. Heads, arms, and legs are hand-painted china. Stuffed bodies are muslin. 14½" tall, dressed in everyday outfits, $5.95 each. Undressed, with patterns for you to make clothes, $4.30 each. Kit, with china head, arms, and feet, directions for making bodies and clothes, $2.70 each. Ppd. Mark Farmer Mfg. Co., Box 573, El Cerrito, Calif.



A GALLON OF COFFEE is just about enough for a party of coffee lovers, so get yourself this handsome stay-hot urn and stop relay-racing to the kitchen. It rocks back and forth for easy pouring, cradled securely in a black metal holder. Black wood base rests on ball feet. Warmer has long-burning candle. Oyster white pot has black lid. $18.50 ppd. Gift of the Month Club, Box 64, Long Island City 1, N. Y.



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So life-like you'd think they're fresh-cut from the garden . . . so real looking you won't believe they're hand made! Over 700,000 satisfied customers. Gift packed in crush-proof box.

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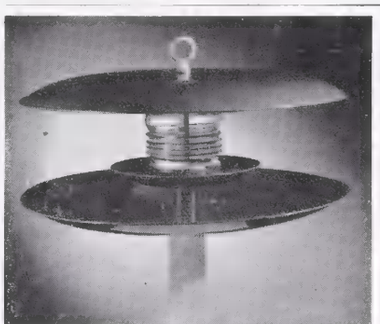


Rest those Tired Feet

You don't have to have the gout to enjoy an 18th century "Gout-Stool". Quality furniture, made by master craftsmen. Choice of 3 textured Fabrics—Forest Green, Beige and Brown, or White and Black. Traditional or modern interiors. Solid mahogany legs with rubber and hair construction. A wonderfully comfortable footstool you'd be proud to give or receive. 12" X 22" X 15" high—only $12.50 exp collect. No C.O.D. Ohio res. add 3%.

Snyder & Snyder

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KEPE-NETE
Bird Feeder

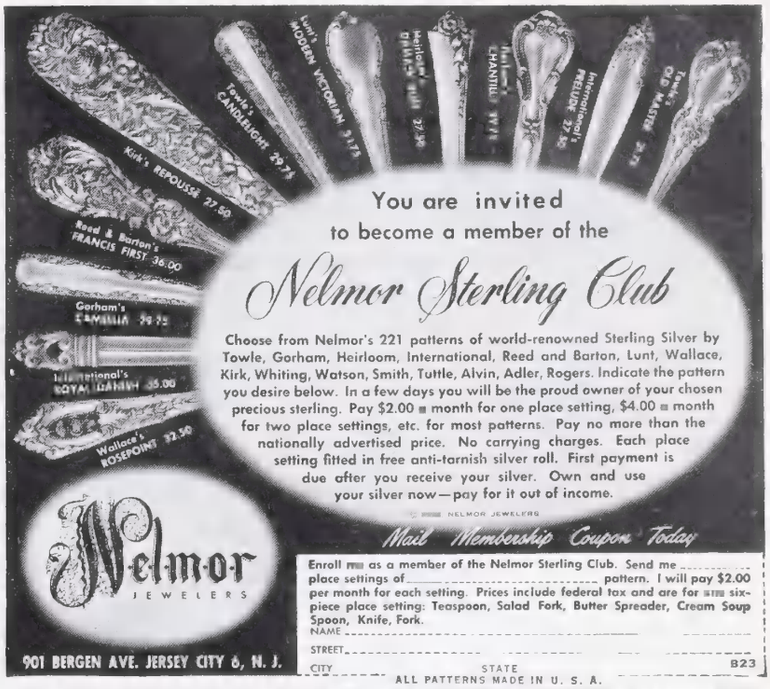
Ideal gift for all bird lovers is this new and decorative Kepe-Nete Bird Feeder. 7" inside feeder tray prevents feed from scattering, getting wet, souring, or falling on your lawn. Top and bottom trays are 15½" dia. Threaded for mounting on a ¾" iron water pipe (approx. ⅝" dia.) which is recommended to discourage squirrels. Wooden pole may be used or hang it by finial. Trays are made of steel and finished in baked Palm Green enamel. All connecting parts are of white metal chromium plated or aluminum. Easy to take apart and clean. Will last a lifetime. Complete instructions for easy assembly. Get one for your yard too!

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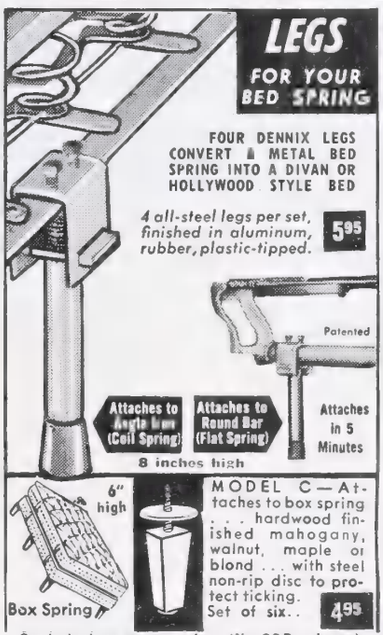
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4 all-steel legs per set, finished in aluminum, rubber, plastic-tipped. **5.95**

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Attaches in 5 Minutes

8 inches high

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Box Spring

MODEL C—Attaches to box spring . . . hardwood finished mahogany, walnut, maple or blond . . . with steel non-rip disc to protect ticking. Set of six.. **4.95**

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Colonial Luster-ware with Antiqued glass



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Just a twist of your wrist and the job is done—easy as changing a lite-bulb. This charming lamp has concentric ring design in the bowl which softly and evenly diffuses the lite. A perfect fixture for hall, bedroom, bath or entrance. A fine old Colonial design with modern adaptation. 7¾" high, 4½" in diameter. Specially priced!

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BAMBEAUTIES For indoor or patio dining, what could be smarter than stainless steel flatware with bamboo handles? Actually, the handles are Wangee root, which is the root-stock of Moso, Madake, and Nachiku bamboo. It won't splinter or crack. 12-piece service for four (knives, forks and spoons) is wonderfully priced at $13 postpaid. No COD's, please. Money back if not delighted. Calhawaii, Room 302, 1055-57 Lincoln, Pasadena 3, California.

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Keep Pets Clean with **FLEA-NO MAT**



For large dogs . . 28" x 36" **$4.95** POSTPAID

15" x 28" ONLY **$2.95** post paid

Very Economical!

Flea-no-mat

kills insects — stops dog odor!

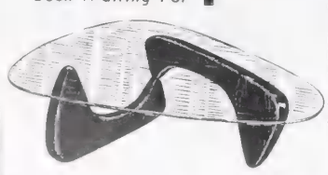
Use this revolutionary, chemically treated mat on regular bed of pet, or separately — rids cats or dogs of fleas, ticks, nits. Pleasant, clean odor counteracts animal smell. Kennel-tested by veterinarians. **Order today — money back guarantee!** Check or Money Order

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This magnificent table of striking originality and superb construction is available only by mail at a saving to you of over $60!

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Choice of maple, mahogany, oak or black lacquer base.

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140 Bowery, New York City, Dept. HB2, N. Y.



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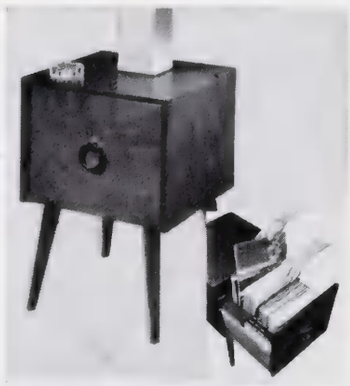
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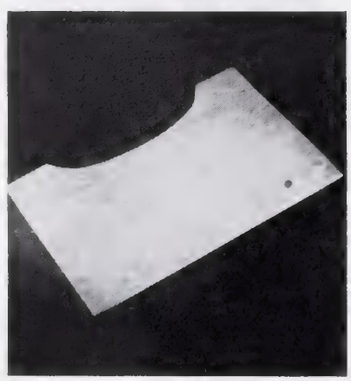
WINDOW



ONE FOR THE RECORDS. A handsome hardwood record cabinet doubles as end table, lamp table. Easily adjusted for 7", 10", and 12" records. One cabinet holds up to 300 single 45's, or 65 LP's with fifty 45's; won't tip when loaded drawer is extended. In jet black, $52.70; ecru or Autumn brown, $49.95. 18" x 18" x 27" high. Exp. coll. No c.o.d.'s. Freedman Artcraft, Charlevoix, Mich.



DOG GONE DELIGHTFUL is this engaging little puppy, trying very hard to reconcile himself to the inevitability of a bath. His name is Bozo. Made of fine bone china and hand-painted under glaze, his "wooden" tub becomes an ash tray with personality or a holder for clips on a dog lover's desk. With his towel and soap, he's 3¼" high. $7.50 ppd. Fay Garelick, 871 E. 179th St., New York 60.



LAP HAPPY. A personalized lap desk is a happy gift for anyone from your autocratic grandmother to a small doodler. For reading, writing, eating, paying bills, doing jigsaw puzzles or homework, playing solitaire, it's wonderful. Stain-resistant blonde wood, 24" x 16", it's hand-painted with first name, house name, or monogram. $3.95 each; $7.50 for 2 ppd. No c.o.d.'s. Hannah House, Box 501, Canton, Ohio.

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Trash Disposal Unit Burns Refuse Safely

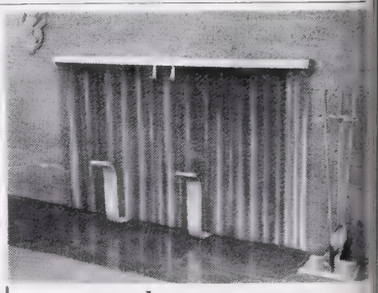


A new type outdoor dispose-all unit safely, quickly burns trash and garbage in any weather. Damp, green, dry refuse is fully consumed. Scientific draft design eliminates fire hazard of flying ash, sparks—minimizes smoke, smell. Nothing to get out of order. Needs no watching. Ends refuse hauling and fire hazards to quickly pay for itself. Measures 20" sq. at base by 34" high, 2 bu. cap. Sturdily built. New hinged top with handle. Recommended by Bureaus of Fire Prevention. Full price Model E **$12.95** postpaid. Money back guarantee.

DELUXE WEATHER-RESISTANT MODEL EC—Same specifications as above plus a baked-on, dull gray, ceramic coating that's rust resistant regardless of climate. Efficient—attractive—lasts for years. Money back guarantee. Priced at **$15.95** postpaid.

DELUXE WEATHER-RESISTANT MODEL D—Weather-protected with baked-on, dull gray, ceramic coating. Bigger, more efficient—measures 43" high by 24" sq. at the base with 3 bu. cap. Complete with grate. New hinged top with handle. Money back guarantee. Priced at only **$21.95** postpaid. Send check, cash or money order for model desired to:

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SLIDING MESH FIRESCREEN
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Choose top bar in polished or antique brass or copper, satin silver or wrought iron finish with matching handles. Steel mesh in black, brass or bronze color. As ill. 42" x 31" screen fits 36" x 30" opening with solid brass bar and black mesh, costs 22.50* postage paid including drill tool. Send fireplace opening size and finish desired for quotation. *Calif. tax 69c add.

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SHOPPING



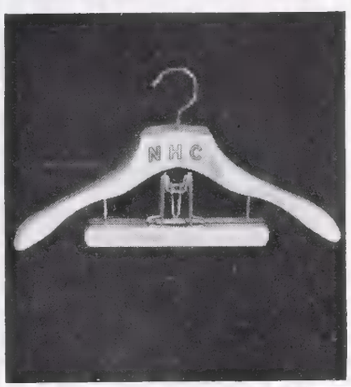
DOCTOR'S DESK. Maybe you're a Scatter-Brain now. But wait until this desk with its *twelve drawers* comes into your life. You'll be Madame Efficiency of 1953. Solid pine with an antiqued finish and brass hardware, the desk alone (without apothecary top) is 36″ wide, 40″ high. $179. With top, $247. Beautifully dovetailed with peg and block construction. Exp. coll. Jeff Elliot, Dept. HB11, Elizabeth City, N. C.



A LOVING THOUGHT for Valentine's Day—a single rose to say "I Love You" and this charming Lenox china vase to hold it. The Lenox name is highly revered in the china family, and this is one of its most delightful offspring. With 24k gold trim, it's 8″ tall. $6 ppd. Nelmor, 901 Bergen Ave., Jersey City 6, N. J.



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Now you can get a Ready-Built, fully assembled PAGODA ROOF CUPOLA for your garage, breezeway or ranch house that will fit on any pitch roof. Made of pine, painted two coats white, 32″ high, 19″ square. Aluminum or copper covered roof. Needs only a screwdriver to put up in 10 minutes. ALUMINUM covered roof $39.50. COPPER covered roof $42.50 Express Collect. Other sizes and styles from $16.75 to $105. Weathervane shown 19″ by 20″ made of copper, painted black. Only $9.50 Postpaid. Add 45¢ shipping charges when weathervane ordered alone.



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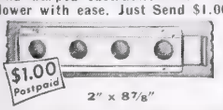
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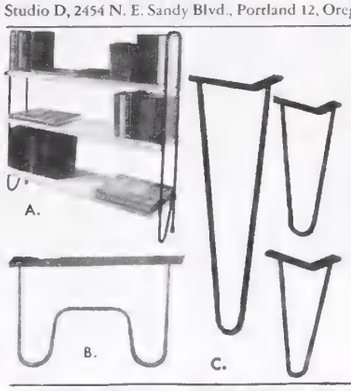


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Chaperone



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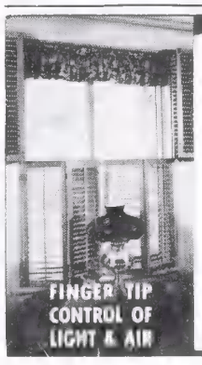
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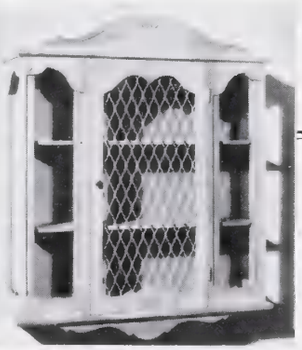
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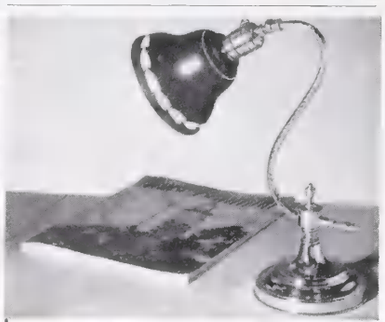
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THE ORIGINAL FOLDING TABLE TOP

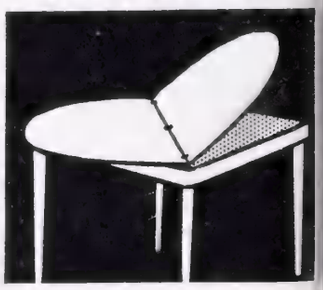
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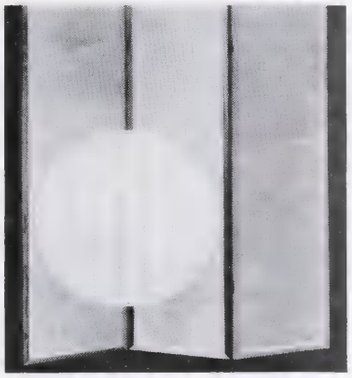
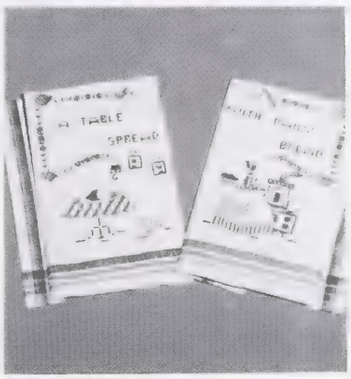


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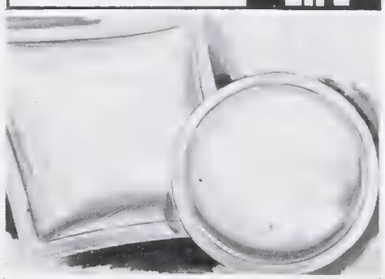
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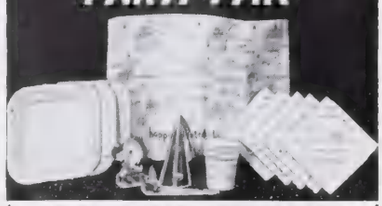
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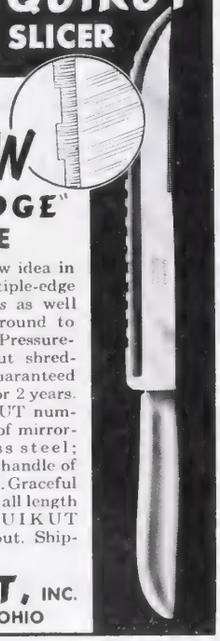
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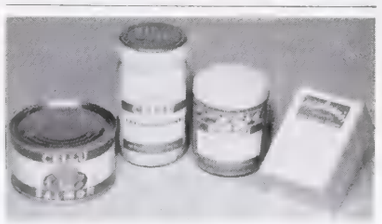
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WINDOW



BLACK BEAUTY. A gr beautiful salad bowl of je glass is a dramatic backd crisp greens. It measures diameter, has a sterling base. The jet servers are with sterling handles. $ the set includes tax. Sl charges coll. Carole Stupe Madison Ave., New York



OFFER YOUR HEAI Valentine's Day to a fa who knows a good thing she sees it. And if it's thi heart of heavy silverplate use it for cards on the hal for pins in the guest roo sticks on her dressing table dinner mints on the coffe 5" wide, $2.50 including t postage. Zenith Gifts, 267 entine Ave., New York 58



FARM HOUSE TEA TLE. Even the name cozy. You think of an o ioned kitchen, pine cup and copper pots. Or of a living room, a fire crack the hearth. Or you thinl o'clock in the office, and a in the clacking of type 6-cup pottery kettle on iro with candle warmer. $9.9 Hempstead China Shop Front St., Hempstead, N.



FOR GOOD MEASUR for a wonderful gift in the a stocking, consider the "U Weigh-See" chart. It rec child's growth and weigh his first steps until he's 4 tall. A rhyme and colorful decorate the top and sides chart which is made of wa leatherette and can be at to any smooth surface. $1.9 Lions Novelties, Co., 139 Avenue, New York 34.



AN OLD COBBLER has been borrowed to bec modern smoking accesso bedside table, desk or coffe It's knotty pine with a gla tray inset and a slot for a age of cigarettes and m 6½" long, it has a metal an expensive look and an ing price tag. $1.95 pp c.o.d's please. The Jos Box 147, Dedham, Mass.

SHOPPING



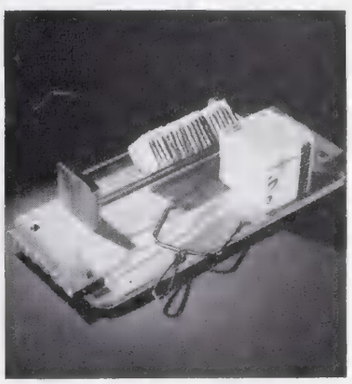
ND IN THE CORNER prettiest of metal waste-ets, and you'll have a picture our floor. A hand-decorated rose design decorates the . The rustproof steel is enam-in wonderful colors: rose, blue, light green, black, . Mounted on rubber feet, it ny corner snugly. 14" high, wide, $3.95 ppd. Claiborne's, Pine, St. Louis 3, Mo.



ASE LIKE THIS is just your husband needs. And ise it's the new Amelia Ear-soft-side luggage, it will earn the respect of bellboys and rs. Top-grain cowhide in gany or sun tan, the 24"-Two r is $71.50. The 21"-Com-n is $59.50. And for quality *his*, that's a bargain. Federal and postage are included. s Luggage Shop, 540 Madi-Ave., New York 22, N. Y.



CHEESE STANDS NE and steals the center e stage, be it buffet table, bar, or coffee table. The polished hardwood tray is 17½" and comes with an num wire cheese cutter. The compartment is for the Sal-Altogether, a mighty appe-picture! $2.95 complete. Walter Miller Gifts, 74 At-Ave., Lynbrook, New York.



NFORMATION, LEASE . . .

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Prized Possession

GOOD GIFT

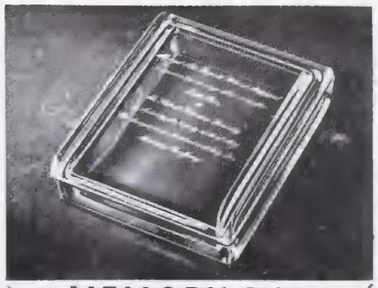
HOUSE OF IDEAS



The MAILMASTER

The mail box becomes a thing of beauty when styled in the manner of the "Mailmaster". Hand made, expertly finished. Receptacle is big (12" x 6" x 4") without appearing bulky. Scrollwork is hand wrought and rustproofed before enameling. Fasteners furnished for wood or masonry (state type needed). Choice of 3 finishes:
Style A—Polished Brass, mirror bright, with black enameled wrought iron **$17.95 Postpaid**
Style B—Bone China White, two-coat baked enamel, with white wrought iron **$16.95 Ppd.**
Style C—Gleaming Black, two-coat baked enamel with black wrought iron **$16.95 Postpaid**
Hand Lettered Name, $1.50 extra.
Satisfaction Guaranteed. Catalog Free.

HOUSE OF IDEAS
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MEMORY BOX

Commemorate The Big Event—be it a wedding, a graduation, an anniversary, a testimonial dinner. Simply send us a copy of the invitation or announcement and we'll etch it in perfect reproduction on the lid of a fine Fostoria glass cigarette box. Handwritten messages reproduced, too, for a very intimate gift. Size, 5¼ by 4 by 1½. Gift-boxed and shipped direct, if you like. Ten days.

$7.95 *postpaid*

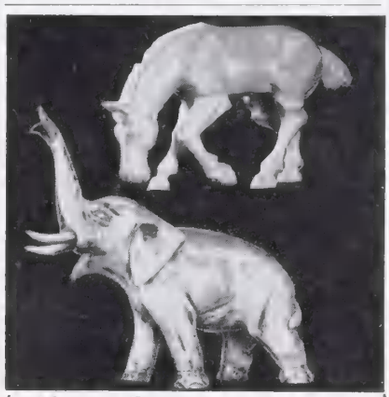
Complementing ashtrays, 4¼ by 2¼, etched with first names:

$5.00 *pair, postpaid*

No C. O. D.'s, please

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Hand-Carved **IN GERMANY!**

Handsome animal sculptures, carved by German craftsmen in the romantic Rhoen region from fine, beautifully grained Lindenwood. Use them as paperweights on a desk, decoration on a knick-knack shelf, enchanting gifts. Order several—they're a wonderful buy!

STALLION, natural finish, 4" x 2½". **$2.25** ppd.

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DELUXE model. Heavy black steel frame. Durable, removable canvas sling. Reinforced double corner pockets. In black, white, yellow, red, green, chartreuse, orange or terra cotta. For modern interiors, porch or patio. Shipped Express Collect. FULLY GUARANTEED. (Add'l duck slings —$4.25 ea.) **$7.45**

AUTHENTIC model. Like classic original. Heavier, larger steel frame, heavier "number 10" duck, same colors as above. This model price-fixed by mfr., but **we prepay shipping charges anywhere in the 48 States.** **$14.95**
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***The* YARDSTICK**
"for modern interiors"
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It's All So Easy! Write today for the Free Olson Rug *Catalog* (28 model rooms in color) that tells how your materials are picked up at your door and shipped at our expense to the Olson Factory, where . . .

By the Scientific Olson Process we sterilize, shred, merge materials of all kinds—reclaim and separate the valuable wools, etc., then bleach, picker, card, spin, redye and weave lovely, deep-wool-textured new Two-Sided . .

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Linger over your coffee with pleasant conversation while the beverage is kept piping hot in this handsome ceramic jug (9" high) . . . serves 6 generous cups . . . four beautiful colors—chartreuse, sea green, grey or burgundy. Black wrought iron stand holds matching ceramic cup with candle.
Complete ..... $3.95 postpaid

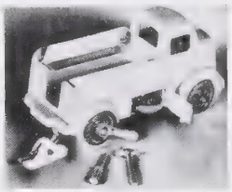
the **WONDER BAR** *shop*
P.O. BOX 425, DEPT. 82, TRENTON, N. J.



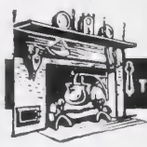
Bonnie Braids PUPPET DOLL

She'll throw a kiss, play peek-a-boo, wave good-bye! No wonder little girls are crazy about Bonnie Braids. Fingers manipulate her arms and legs. Made of washable vinyl, in bright pajamas, 9½" tall. Ppd. only **$1.98**

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Everything Works
Only $1.25



Junior will be a whizz of a mechanic after practicing on this Fix-It Truck. Holds complete repair kit for changing wheels in sturdy plastic body. Lift jack, lug wrench, screw driver, hammer really work! Spare wheel in storage locker. 8½" long. Rushed ppd. only **$1.25**



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Is There a Film of Grime on Your Car?
If So, You Need KozaK!

A big, soft, deep pile KozaK will wash your car spotlessly clean and shiny *without water*. It gently whisks away dust, dirt, dried mud and road grime and HARDENS AND IMPROVES the finish while cleaning.

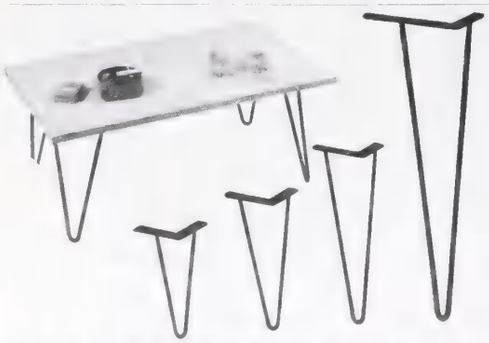
Impossible? 10,000,000 say it will. Many bought KozaK after reading an ad like this. The majority are professional people (bankers, doctors, lawyers) who take pride in their cars' appearance.

SPECIAL OFFER to fine car owners:

Mail $2 for amazing KozaK DRYwash. Use it per directions. If not completely *delighted*, keep it and tell us on a postcard and we will refund your $2 by return mail.

Order NOW from KozaK, 32 S. Lyon, Batavia, N. Y.





Design and Build Your Own Wrought Iron Furniture

Simply fasten legs with screwdriver to plywood, flush doors, etc. Screws are included. Finished dull black

Leg Height	Attach under	Diam. Iron	Price Set of 4
6" sofa, couch		½" rd.	$ 7.95
9" bureau		⅝" "	6.95
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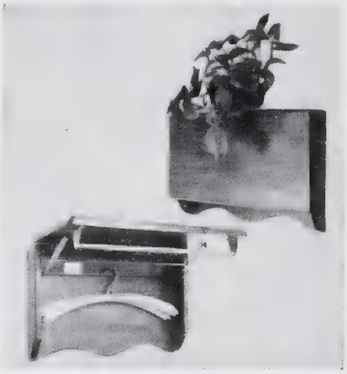




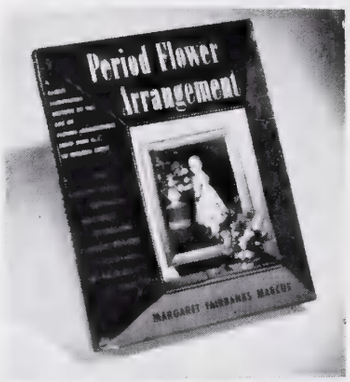
WINDOW SHOPPING



A BURNING QUESTIO settled. Here stand 4 pretty swers at a piggy bank Arresting against the wrought-iron stand, this qu of off-white glazed ceramic trays will go 'round your di table, take a stand on the table, please the puffing b players. With stand, the $1.95 ppd. John Tyler. 17 Street, New York 8, N. Y.



WHEN IS A CLOSET closet? When it's a Val-A- Open, it has space for han six coats and the extended shelf holds hats. Yet closed a decorative wall cabinet uring 19" x 3¾" x 12" hig mahogany, walnut, or blon ish, traditional or modern de it's perfect for a doctor's or your own front hall. $ f.o.b. Sherness Co., 4356 Nic Avenue, Minneapolis 9, Min



"PERIOD FLOWER RANGEMENT," by Mar Fairbanks Marcus, is an ormously exciting contributi the art of flower arranging. ing with 2800 B.C. in Egy covers the compositions, materials, colors, containers, up through modern times. 72 illustrations of historic f arrangements. 8 in color, $10 ppd. M. Barrows & Co., Fourth Ave., New York 16.



BAG A DUCK for your cl closet, and you'll take som the load off the over-stuffed ily hamper. Besides, this is a merry laundry bag it sh encourage a lazybones to pic her clothes. And it's a pe duck for a college girl's d tory. Washable cotton with a for hanging. $3 ppd. Gift 1234 E. 47th St., Chicago.



PINKING SHEARS of s less steel are the "crown too the sewing basket. They're cision-made, of course, and deep, blade-wide teeth cut silk or tough corduroy with e ease—even in circles. Here's chance to make a great circ a felt skirt in a single aftern With plastic handles, $6.95 Timesavers, 2 W. 45th St., N



The walls of this charming dining room are paneled with warm Walnut Weldwood Plywood.

Make room for Weldwood®
...for Weldwood *makes a room*

You've heard it said that "walls have ears".

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Yes, a genuine wood-paneled room probably costs less than you thought. But consider these other advantages, too. Weldwood Plywood is beautifully decorative, permanent, crackless. It is *guaranteed* for the life of your home! And it harmonizes with either a traditional or modern setting...blends or contrasts perfectly with any color scheme.

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Weldwood panels go right over new walls or old . . . quickly, economically.

And you can choose from a variety of fine cabinet woods...rich walnut, soft-grained oak, lovely birch, golden Korina® and many others . . . in a wide range of sizes.

So if you are up against a wall in your redecorating problems, visit any of our 60 United States Plywood or U.S.-Mengel distributing units from coast to coast for full details on Weldwood paneling. Or see your Weldwood lumber dealer today.

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Enclosed find 10¢ for booklet, "Beautiful Wood for Beautiful Homes," showing ideas in full color for beautiful Weldwood paneled rooms.

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HB-2-53

MALTA GREY or MARSH BROWN

By All Means, See Mainline's "Manhattan Group" At Your Dealer's

your choice of these two rich colors on FIGURED CHERRY WOOD in *Mainline's* new *Manhattan Group*

Mainline
BY HOOKER

Go to your furniture dealer, won't you, and ask to see the *Mainline* "Manhattan Group" advertised in this magazine. Tear this page out, or take the magazine with you. Photography won't capture all the appeal of *Mainline*, nor will words—*but your eyes will.* Notice the uncluttered serenity of design. Appreciate the casual living it brings to the home. Enjoy the rich patina of beautifully figured cherry long and lovingly rubbed by hand. Evaluate the obvious quality that will bespeak your attainment and good taste. Imagine the admiration in your friends' eyes when they see your "Manhattan Group" bedroom, for this furniture sums up the things that impel knowing people to say—"*What a lovely bedroom!*"



P.S. *MAKE A GUESS at the retail price of this beautiful "Manhattan Group." We're sure the price you put on it will be much higher than the one your retailer asks!*

Choose *Malta Grey*, as shown on the Mainline double dresser above, or *Marsh Brown* shown below. Note the drop-front drawer in the chest below, with shirt-size compartments, and the informal, useful bookcase bed headboard. Also available, spindle bed and desk-vanity.



16 pieces to choose from. Buy as few or as many as you like.

Hooker Furniture Corporation, Martinsville, Virginia

these furniture and department stores are introducing . . .

Mainline's new *Manhattan Group*

in all 48 states. Be sure to see this exciting new furniture at these stores!

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Frankfort ..... Clarks Furniture Store
Franklin ..... Goodman-Jester, Inc.
Fremont ..... Beams Furniture & Appliance Co.
Garrett ..... Charles Ort & Co.
Geneva ..... Hamni Furniture
Greenfield ..... Bradley-Hall Furniture
Hagerstown ..... Beachler's Furniture
Huntington ..... Smith Furniture Co.
Indianapolis ..... L. S. Ayres & Company
Kendallville ..... Atz Furniture Company
Knightstown ..... Knightstown Furniture Co.
Knox ..... Knox Furniture Company
Kokomo ..... Taylor-Kaufman Furniture Co.
Ladoga ..... Wendell Blaydes Furniture
LaGrange ..... Grants Furniture & Appliance Co.
Lafayette ..... Home Furniture Co.
Lakeville ..... Pinney's Furniture
Laporte ..... Kessler's Furniture Store
Lebanon ..... Floyd C. Perkins Furniture
Ligonier ..... Levy's Furniture & Appliances
Linton ..... New Home Furnishing Company
Logansport ..... Bennett Furniture Co.
Lowell ..... Esser Home Furnishings
Madison ..... Goodman-Jester, Inc.
Marion ..... Kelley Furniture Co.
Martinsville ..... M. & M. Furniture, Inc.
Michigan City ..... Fawley - Abbott Company
Mishawaka ..... Christianson Furniture
Muncie ..... Baker Furniture Company, Inc.
Nappanee ..... Wise's Furniture Store
New Albany ..... Bennett Furniture Company
New Castle ..... Bradley-Hall Furniture
New Market ..... Haskew Furniture Store
New Paris ..... Charles S. Rohrer & Son Furn.
Noblesville ..... Myers Furn. & Floor Covering
North Salem ..... Earl B. Cox Furniture
Osgood ..... Ensinger's Furniture Store
Parker ..... Baker Furniture Company, Inc.
Peru ..... Glazier Furniture Company
Pittsboro ..... R. F. Gregory Furniture
Plymouth ..... Cook Brothers Furniture
Rochester ..... Gast Furniture Center
Rossville ..... L. E. Moore & Son Furniture
Rushville ..... Wm. G. Waggoner & Co.
Salem ..... Young Furniture Company
Scottsburg ..... Hosea Furniture Company
Seymour ..... Ashcraft's Furniture Store
Shelbyville ..... Scofield Furniture Store
Sheridan ..... Rainier Furniture Company
Silver Lake ..... Summe Hardware & Furniture
South Bend ..... Sailors Home Furniture Co.
Swayzee ..... Mark Furniture Store
Terre Haute ..... Cromwell Furniture Co.
Union City ..... H. A. Parker Furniture
Valparaiso ..... Windles Home Furnishings
Veedersburg ..... Van Devanters of Main Street
Wabash ..... Sterling Furniture Company
Warsaw ..... Mellencamp Furniture Store
Washington ..... Creager's Furniture, Inc.
Waterloo ..... Graffis Furniture Store
Waynetown ..... Fields & Whitaker Furniture
Whiteland ..... Gray Furniture Company
Winamac ..... Bon Tobel's, Inc.
Winchester ..... Baker Furniture Co., Inc.
Zionsville ..... Rainier Furniture Company

IOWA

Clinton ..... Volckman Furniture & Carpet Co.
Council Bluffs ..... Swanson Furniture Company
Des Moines ..... Bruce-Cobbs Furniture Co.
Harlan ..... Schack Furniture Company
Knoxville ..... Helland Furniture Store
Spencer ..... Mann Furniture

KANSAS

Abilene ..... Leonard's Music & Furniture Co.
Atchison ..... Reddick Furniture Company
Belleville ..... Tibbett Brothers Furniture
Concordia ..... Geo. Chaput & Sons
Florence ..... Rotz Furniture Company
Garnett ..... W. O. Lacy Furniture Company
Herington ..... C. N. Tufts & Company
Hiawatha ..... Meek Furniture Company
Hillsboro ..... Goertz Furniture Store
Humboldt ..... Hargrove Furniture Company
Hutchinson ..... Graber's
Junction City ..... Durland Furniture Company
Kansas City ..... R. H. Macy
Lawrence ..... Frank Furniture Co.
Leavenworth ..... B. R. Phillips Furniture Co.
Manhattan ..... Kaup Furniture Company
Marysville ..... A. Palmer Company
Minneapolis ..... Williamson Furniture, Inc.
Sabetha ..... Ryne Furniture Company
Salina ..... Anderson-Swan Furniture Company
Topeka ..... Jones-Mack, Inc.

KENTUCKY

Ashland ..... Gibson Bros.
Bowling Green ..... Greer Furniture Company
Covington ..... Modern Furniture Company
Cynthiana ..... Tussey Furniture Co.
Elizabethtown ..... Modern Electric & Furn Co.
Frankfort ..... Marcus Furniture Co.
Hardinsburg ..... Lay-Lawson Furniture Co.
Hopkinsville ..... Jordan Furniture Company
Irvine ..... Witt Furniture Company
Lexington ..... Leet Bros. Furniture Company
Louisville ..... Howell Furniture Company
Louisville ..... United Furniture Company
Madisonville ..... Hale Brothers Furniture Co.
Mayfield ..... Rhodes Furniture Company
Maysville ..... C. L. Mains & Son
Newport ..... Kentucky Sales & Service Co.
Owensboro ..... A. J. Reynolds Furniture Co.
Paducah ..... Rhodes Burford Company
Richmond ..... Ballard Furniture Company

LOUISIANA

Alexandria ..... Kilgo Furniture
Bastrop ..... Exchange Furniture Company
Baton Rouge ..... Chapman Furniture Company
Bernice ..... Colvin Equipment Company
Coushatta ..... Home Furnishings
Delhi ..... Hammett Furniture
De Ridder ..... L. H. Harper
Farmerville ..... Farmerville Furniture Co.
Ferriday ..... Fair Furniture Company
Florien ..... Florien Mercantile
Gibsland ..... Namie's Furniture & Appliance
Hodge ..... Advance Shopping Center
Hornbeck ..... Vernon Furniture
Jena ..... Hudson's
Jonesboro ..... Preacher Vail Furniture
Kentwood ..... Callihan Furniture Store
Lafayette ..... Broussard Furniture Store
Lake Providence ..... J. J. Ellis Furniture
Many ..... Sabine Furniture
Minden ..... Fincher & Marsalis
Natchitoches ..... Lilley Furniture
Opelousas ..... Elton Doucets Store
Rayville ..... Glover Hardware & Furniture
Ruston ..... Lawson Furniture Company
Shreveport ..... Austin Sales
Centenary Furniture Company
Nolan C. Townsend Furniture
Springhill ..... Heard & Wilson
Tallulah ..... J. J. Ellis Furniture
Vivian ..... Wilson Brothers
Winnfield ..... Brewton Furniture
Winnsboro ..... McDuff Furniture
Wisner ..... E. R. Kiper

MAINE

Bangor ..... Freese's, Inc.
Bath ..... A. D. Stetson & Son, Inc.
Belfast ..... Home Furnishing Company
Biddeford ..... Wilfrid Landry Furniture Co.
Brunswick ..... F. J. Gosselin & Son
Lewiston ..... B. Peck Company
Lisbon Falls ..... F. E. Crossman & Son
Portland ..... Porteous Mitchell & Braun Co.
Rockland ..... United Home Supply Company
Sherman ..... H. Rubinstein
Sanford ..... S. B. Emery Company, Inc.
Waterville ..... State Furniture Company

MARYLAND

Aberdeen ..... Henry Tarring & Sons
Annapolis ..... McCready & Company
Baltimore ..... Max Alperstein Department Store
Regal Shop
Reisinger Siehler Company
Wieland's, Inc.
Bel-Air ..... Capley & Minderlein
Brunswick ..... Potomac Furniture Company
Cambridge ..... Dean's Furniture Store
Centerville ..... Todd's Furniture Stores
Chestertown ..... Todd's Furniture Stores
Cumberland ..... The Shonter Furniture Co.
Elkton ..... Rubenstone's
Emmitsburg ..... Zurable Brothers
Glen Burnie ..... Supreme Furniture Company
Hagerstown ..... Eyerly's, Inc.
Havre de Grace ..... Home Furniture Company
Raymond Mitchell & Son
Laurel ..... Laurel Furniture Company
Lexington Park
Jack Daughtery's Sport Center
Middletown ..... Gladhill Furniture Company
Mount Airy ..... Hipsley & Albright
Pikesville ..... Anton & Saltrider
Salisbury ..... Abbott Brothers
Silver Spring ..... Mazor Masterpieces
Sparrows-Point ..... Fradkin Brothers
Sykesville ..... Home Furniture Company
Taneytown ..... C. O. Fuss & Son
Westminster ..... J. Stoner Geiman & Sons

MASSACHUSETTS

Adams ..... Standard Furniture Company
Allston ..... Sallet Furniture Company
Athol ..... Plotkin Furniture Company
Beverly ..... Sroth Furniture Company
Boston ..... Frank Spina Furniture Company
Brockton ..... Atherton Furniture Company
Cambridge ..... Moller's, Inc.
Chicopee ..... Exchange Furniture Company
Everett ..... Carpenter Furniture Company
Fairhaven ..... Leach Town & Country
Fall River ..... R. A. McWhirr Company
Fitchburg ..... Giadone's Furniture Company
Foxboro ..... Foxboro Furniture Company
Framingham ..... Goodwin Furniture Store
Framingham Center
Peck & Hills Furniture Company
Greenfield ..... Wainshal Furniture Corp.
Hadley ..... Walters Appliances & Furniture
Haverhill ..... Atherton's
Holyoke ..... Wiener's Outlet
Indian Orchard ..... Banas Furniture Store
Jamaica Plain ..... Metropolitan Furniture Co.
Lawrence ..... Labell Furniture Company
Leominster ..... Gariepy Furniture Company
Lowell ..... Moller's, Inc.
Lynn ..... Stuart Furniture Company
Malden ..... Pleasant Furniture Company
Marlboro ..... The P and J Supply

MASSACHUSETTS—Continued

Milford ..... Economy Furniture Company
Millis ..... Peoples Furniture Company
New Bedford ..... Albert's of New Bedford
Newburyport ..... Baird-Eliot Furniture Co.
Plainville
Newman's Roadside Furniture Shops
Pittsfield ..... Berkshire Furniture, Inc.
Plymouth ..... Arons Furniture Company
Quincy ..... Quincy Maytag Store
Rockland ..... Donald F. Robbins Company
Roslindale ..... Lincoln Furniture Company, Inc.
Salem ..... T. R. Kerr Furniture Company
Somerville ..... Stylish Furn. & Upholstery Co.
South Braintree ..... Save U Stores, Inc.
Southbridge ..... J. O. Lemoine Furniture
Spencer ..... M. Lamoureux & Company
Springfield ..... Forbes & Wallace Company
Taunton ..... Rodman's Furniture Store
Three Rivers ..... Potvin Furniture Company
Wakefield ..... Crystal Furniture Mart
Walden ..... Pleasant Furniture Company
Waltham ..... P. E. Burke Furniture Store
Ware ..... Baker Furniture Company
Webster ..... New Home Appliance Company
West Concord ..... Carter Furniture Co., Inc.
Westfield ..... Saykin Furniture Company
Whitman ..... A. L. Thayer Sons
Worcester ..... John C. McInnes Company

MICHIGAN

Adrian ..... Walper Furniture
Alma ..... Packard Furniture Company
Battle Creek ..... Woods Furniture Company
Bay City ..... Bishop Young Company
C. E. Rosenbury & Sons
Detroit ..... The J. L. Hudson Company
Flint ..... Warehouse Furniture Store
Winegarden Furniture Company
Grand Rapids ..... Bishop Furniture Company
Jackson ..... Bishop Outfitting Company
Vermeulen Furniture Company
Kalamazoo ..... Vermeulen Furniture Co.
Muskegon ..... Bishop Home Furnishers
Pontiac ..... Lewis Furniture Corporation
F. B. Melin & Company
Port Huron ..... Howard Furniture Company
Rochester ..... Rochester Furniture Company
Saginaw ..... Art Sample Furniture Company
Wayne ..... W. L. Gates Furniture Company
Wyandotte ..... Fogel Furniture Company
Ypsilanti ..... Smith Furniture Company

MINNESOTA

Albert Lea ..... Mier Wolf & Sons Furniture
Alexandria ..... Engstrom Furniture Company
Anoka ..... Richard's
Austin ..... Mier Wolf & Sons Furniture
Cambridge ..... Lewis Department Store
Cloquet ..... Roderic's Home Furniture
Dawson ..... Hanson & Dahl Furniture Co.
Duluth ..... Enger & Olson
Faribault ..... Urich's Furniture
Fergus Falls ..... Diamond Furniture Company
Hibbing ..... Arrowhead Furniture
Luverne ..... Busch's Furniture
Mankato ..... Landkamer Brothers Furniture
Minneapolis ..... The Dayton Company
Moorhead ..... Leo Johnson Furniture Company
Owatonna ..... Hi Way Furniture Sales
Red Wing ..... A. Swanson's Sons
Sauk Centre ..... Unger Furniture Company
South Park ..... Mega's
Thief River Falls ..... Diamond Furniture Co.
Winona ..... Aksel Anderson Furniture

MISSISSIPPI

Batesville ..... Home Furniture Company
Biloxi ..... Bell Furniture Company
Brookhaven
Samuels Furniture & Appliance Co.
Cleveland ..... C. E. Jordan & Company
Columbus ..... McClure (Good and Bad) Furniture
Forest ..... Rogers Furniture Company
Greenville ..... C. E. Jordan & Company
Greenwood ..... Greenwood Furniture Co.
Grenada ..... Whitaker Furniture Company
Gulfport ..... Warren Herron Home Furnishings
Hattiesburg ..... B. F. C. Furniture Company
Indianola ..... Allen Furniture Company
Laurel ..... Headricks' (Furniture)
Leland ..... Fred W. Abide (Furniture)
Lexington ..... The Riley Company
Macon ..... Senter's
Meridian ..... Liberty Furniture Company
Moss Point ..... Hill Furniture Store
Newton ..... White's Hardware & Furniture Co.
Oxford ..... Dillard Furniture Company
Tupelo ..... McClure (Good and Bad) Furniture
Vicksburg ..... Saul Fried Furniture
West Point ..... McClure (Good and Bad) Furniture
Yazoo City ..... Elizabeth K. Middleton

MISSOURI

Bowling Green ..... The Furniture Mart
Cape Girardeau ..... Walther's Furniture Company
Chillicothe ..... Meinershagen Furniture Co.
Columbia ..... Platz Furniture & Appliance Co.
Farmington ..... Walters & Petry Furniture Co.
Festus ..... Lovelace Furniture Company
Fredericktown
E. H. Bess Hardware & Furniture Co.
Hannibal ..... Richardson Brothers Furniture Co.
Hermann ..... Herman Blumer Furniture Co.
Kirksville ..... Travers Furniture Company
Louisiana ..... Louisiana Furniture Company
Memphis ..... Gerth & Baskett Furniture
Mexico ..... Cline Furniture Company
Qulin ..... Joe Hefner Furniture Store
Rolla ..... Wulfers Furniture Company
Salem ..... Cubbage Brothers Furniture Co.
St. Charles ..... Preston's Furniture
St. Louis ..... Stix, Baer & Fuller
Sikeston ..... Lair Furniture Company
Washington ..... Nieburg & Vitt, Inc.

NEBRASKA

Beatrice ..... A. Palmer Company
Blair ..... Home Furniture & Appliance Co.
Davenport ..... Urbauer Furniture Co.
Fairbury ..... Barber FurnitureCompany
Fall City ..... Chaney Furniture Company
Grand Island ..... Payne-Larson Furniture Co.
Hebron ..... Hill Furniture
Holdrege ..... Nelson Furniture Company
Kearney ..... Nelson Furniture & Appliance Co.
Lexington ..... Dempster Furniture Co.
Lincoln ..... Gold & Company
Nebraska City ..... Nebraska City Furniture Co.
Norfolk ..... Kesting Furniture
Omaha ..... Orchard & Wilhelm Company
O'Neill ..... Midwest Furniture & Appliance Co.
Schuyler ..... Miller Furniture & Appliance Co.
Seward ..... Gass Furniture Company
Superior ..... Slusher Furniture Company
Wayne ..... McCullough Furniture Company
West Point ..... Ray J. Smith Furniture
York ..... Baer & Company

NEVADA

Reno ..... Home Furniture Company

NEW HAMPSHIRE

Claremont ..... Wainshal-Hurwitz Furniture Co.
Manchester ..... Hillsboro Furniture Mart, Inc.
Nashua ..... Geo. Cadieux Furniture Store
Newport ..... Krans Furniture Store
Portsmouth ..... Atherton Furniture Company
Rochester ..... Kelleys Furniture Mart
Seabrook
Adams & Faulkner Furniture Company, Inc.
West Keene ..... Parker Pines Wayside

NEW JERSEY

Asbury Park ..... Banker's Furniture Company
Atlantic City ..... M. E. Blatt Company
Bloomfield ..... Heyman Bros.
Burlington ..... Galanter, Inc.
Camden ..... Ruttenberg's, Inc.
Elizabeth ..... Hudson Furniture Company
Englewood ..... Palisade Furniture
Hackensack ..... Packard's
Hackensack ..... H. Plager & Sons
Hackettstown ..... Reliable Furniture House
Hoboken ..... S. Glaser & Sons, Inc.
Lakewood ..... Wolpin's Furniture House
Millville ..... Smith's Furniture
Mt. Holly ..... Galanter, Inc.
Newark ..... Hoffman Furniture Company
Newark ..... Whitmor's
New Brunswick ..... J. Schwartz, Inc.
North Bergen ..... Castle Furniture Company
Paterson ..... Van Dyke Furniture Company
Penns Grove
The Greater Chamberlain Furniture, Inc.
Perth Amboy ..... Albert Leon & Son
Plainfield ..... Miron Furniture Company
Salem ..... Kline's Furniture
Seaside Heights ..... Wiener's Dept. Store
Teaneck ..... Ronald Furniture Company
Toms River ..... The Economy Sales Company
Trenton
Hoagland & Hollins Furniture Showrooms
Ventnor City ..... Ventnor Furniture Company
Westwood ..... Five Corners Furniture Co.

NEW MEXICO

Alamogordo ..... Home Furniture
Albuquerque ..... American Furniture Company
Clovis ..... Bryson-Tanner Furniture
Ft. Sumner ..... Stephenson
Portales ..... Home Furniture
Las Cruces ..... Las Cruces Furniture

NEW YORK

Albany ..... Sharlet's-Latham
Auburn ..... Rodina Furniture Company
Batavia ..... Wortzman Furniture, Inc.
Bath ..... Fagan's Furniture Company
Binghamton ..... Olum Furniture Company
Brockport ..... Fowler Home Furnishings
Brooklyn ..... Abraham & Straus
Buffalo ..... Household Outfitting Inc.
Canajoharie ..... Conover's
Canandaigua ..... F. H. McElwee & Son
Catskill ..... Oren's Furniture
Corning ..... Wilkins Furniture Company
Cortland ..... Peck Furniture House
East Aurora ..... Tackbary's
Elmira ..... Edgcomb's Furniture Company
Endicott ..... Rouff Furniture Company
Geneva ..... Lauer Furniture Company
Glens Falls ..... Glendale Furniture Company
Gloversville ..... Finocan Brothers, Inc.
Gowanda ..... Campbell's Furniture
Herkimer
William's Furniture & Appliances, Inc.
Hornell ..... Franklin Furniture Company
Hudson ..... Bern Furniture Company
Ithaca ..... Shulman's, Inc.
Jamestown ..... Lawson Furniture Company
Kingston ..... Kaplan Furniture Company, Inc.
Latham ..... Sharlet's Finer Furniture
Leroy ..... Johnson Furniture Company
Lockport ..... Herco Furniture Company
Middletown ..... J. H. Hait Furniture Company
Moores ..... Monette's
Mount Morris ..... Mount Morris Furniture Co.
Newark ..... A. G. Schulz Furniture Company
Newburgh ..... Kreisel Furniture Company
New York City ..... Bloomingdale Brothers
Niagara Falls ..... Omel of Niagara Falls
Norwich ..... Olum Furniture Company
Ogdensburg ..... Hess Furniture Company
Olean ..... Sun Home Furnishers
Oneida ..... Markson Brothers
Oneonta ..... Bagg's Wayside Furniture Co.
Oswego ..... Gover's Department Store
Penn Yan ..... Corcoran Furniture Company
Plattsburg ..... Sam Goldman
Port Jervis ..... Levin Furniture Company
Poughkeepsie ..... Mitchell Furniture Company
Rochester ..... Lauer Furniture Company
Rome ..... Markson Brothers
Saranac Lake ..... G. Carver Rice, Inc.
Saratoga Springs ..... Standard Furniture Stores
Schenectady ..... Sharlet's-Latham
Seneca Falls ..... Moore's
Sidney ..... C. H. Lander's, Inc.
Springville ..... Weismantel Brothers
Syracuse ..... Sagenkahn Furniture Galleries
Troy ..... Sharlet's-Latham
Tupper Lake ..... Surprise Household Outfitters
Utica ..... Harrison Furniture
(Stores at Kirkland and Clark Mills)
Walton ..... Lyon Brothers
Warsaw ..... Zeche's
Watertown ..... Household Merit, Inc.
Waverly ..... Knapp's Department Store
Wellsville ..... Rockwell Brothers & Company
Wolcott ..... Fisher's Furniture Store

NORTH CAROLINA

Albemarle ..... Lefler Furniture Company
Burlington ..... Christian-Harward Furniture Co.
Dunn ..... Johnson Furniture Company
Durham ..... Christian-Harward Furniture Co.
Fayetteville ..... McMillan Furniture Co.
Greensboro ..... A. W. Higgins FurnitureCo.
Havelock ..... McMillan & Wells Furniture Co.
Henderson ..... Christian-Harward Furniture Co.
High Point ..... C. DeWitt Holton Furniture Co.
Jacksonville ..... McMillan Furniture Company
Kannapolis ..... Towel City Furniture Company
Roanoke Rapids
Crutchfield & Wilbourne Furniture Co.
Rockingham ..... Hallum Furniture Company
Selma ..... Dunn Furniture Company
Salisbury
Salisbury Cut Rate Furniture Company
Shelby ..... C. & S. Furniture Company
Stanley ..... Stanley Supply Company
Statesville ..... Blackwelder Furniture Company
Walnut Cove ..... Neal Hardware & Furniture Co.
Winston-Salem ..... Rominger Furniture Co.

NORTH DAKOTA

Fargo ..... Levitz Furniture Company
Valley City ..... Diamond Furniture Company

OHIO

Akron ..... The Yeager Company
Arcanum ..... Stutz & Karns
Ashland ..... H. B. Vanosdall & Brothers
Athens ..... Harris Furniture Store
Barberton ..... C. Weigand Furniture Company

OHIO—Continued

Bellefontaine ..... Stupp's Furniture Company
Brookville ..... S. A. Dunkel & Sons
Bryan ..... Connin's Big Roadside & Carpet Store
Bucyrus ..... Lawrence Furniture Company
Caldwell ..... Murphy Furniture Store
Canton ..... Thurin's
Carey ..... Bernard's
Celina ..... Sprigg's Furniture Company
Chillicothe ..... Ebenhack & Son
Cincinnati ..... The John Shillito Company
Circleville ..... Mason Furniture Company
Cleveland ..... A. Grdina and Sons, Inc.
Kronheim Furniture Company
Reidy Brothers Company
Columbiana ..... Smith Furniture Company
Columbus ..... The F. & R. Lazarus Company
Dayton ..... Rike - Kumler Company
Defiance ..... Bond Furniture Company
Duncan Falls ..... Clyde E. Thompson
Elyria ..... Kaplan's Furniture
Forest ..... McBride Furniture Company
Freemont ..... Ochs Brothers Company
Gallipolis ..... Empire Furniture Company
Greenfield ..... Greenfield Furniture Company
Greenville ..... Schmidt Refrigeration Company
Hicksville ..... Schilb's Furniture
Hillsboro ..... Stockwell's Furniture
Ironton ..... Bunn Furniture Company
Jackson ..... Marion C. Lewis Furniture Co.
Lancaster ..... Mowry's Furniture Store
Lewisburg ..... E. C. Kramer
Lima ..... Ford & Son
Logan ..... Elberfeld's
McComb ..... Dillers Furniture Company
Mansfield ..... W. G. McCready & Sons
Marion ..... Lennon Furniture Company
Marysville ..... Lee's Furniture
Miamisburg ..... Shirley Furniture Company
Mount Vernon ..... The Rudin Company
New Washington ..... Clayton White Furniture Co.
Norwalk ..... Jennings Furniture Store
Paulding ..... Krick Home Furnishings
Portsmouth ..... Ehrman & Company
Ravenna ..... Klein's Furniture Store
Rittman ..... Wenger Furniture Company
St. Marys ..... Huber Furniture Company
Salem ..... Arbaughs
Sidney ..... Francis & Goffena
Somerset ..... Underwood's Hardware & Furn.
Springfield ..... Edward Wren Co.
Sterling ..... Maibach's
Toledo ..... Imperial Wayside Furniture
Urbana ..... Willman Furniture Company
Van Wert ..... Pollock Radio & Furniture Co.
Versailles ..... C. J. Paulus Furniture Company
Warren ..... House of Fine Furniture, Inc.
Washington Court House ..... Dale's
Wilmington ..... David Adair Furniture Co.
Wooster ..... Tennent's
Xenia ..... R. D. Adair Company

OKLAHOMA

Lawton ..... Popular Furniture Company

OREGON

Albany ..... Frager Furniture
Coquille ..... Biegger Furniture
The Dalles ..... Hampton Furniture
Eugene ..... Sterling Furniture
Hood River ..... Field Furniture
Lakeview ..... Mocabees Home Furnishings
Medford ..... Bush Home Furnishings
North Bend ..... McEniry Furniture
Pendleton ..... Pendleton Furniture
Portland ..... Powers Furniture Company

PENNSYLVANIA

Allentown ..... Schoen Furniture, Inc.
Allentown ..... Sterling Furniture
Ambler ..... Ambler Furniture Company, Inc.
Ambridge ..... Timney Electric Company
Bangor ..... I. Schwartz & Son
Beaver Falls ..... Markson Furniture Company
Bethlehem ..... Goodman's Furniture Store
Bryn Mawr ..... Hobson & Owens
Butler ..... Davis Furniture Company
Cannonsburg ..... Home Furniture Company
Carlisle ..... Carlisle Appliance Center
Chambersburg ..... The Brenner Furniture Stores
Charleroi ..... Melenyzer Company
Chester ..... L. A. Hackett Furniture
Coatesville ..... Lipkin Furniture Stores
Conshohocken ..... Gordon's Furniture
Corry ..... Meerdinks House of Furniture
Darby ..... M. Weiner & Company
Easton ..... Louis M. Ralph & Sons
Emmaus ..... Howerter's Furniture
Ephrata ..... Stauffer Furniture
Erie ..... Trask's Home Furnishing Store
Frackville ..... Victor Smith Furniture Store
East Greenville ..... Robert E. Ritter, Inc.
Hanover ..... Leinhardt Brothers
Harrisburg ..... Hall's Furniture Store
Hatboro ..... Gamburg Furniture Company
Hazelton ..... Village Furniture Mart
Hummelstown ..... Bowser's Furniture Store
Jacobus ..... Bruce V. Smith
Jeannette ..... Frank Levin's
Johnstown ..... Swank Hardware Company
Kennett Square ..... Alvin's Department Store
Lehighton ..... McGrail Furniture Company
Lewistown ..... Bowman's Furniture
McKeesport ..... Fitzpatrick & Gold
East McKeesport ..... Wayside Furniture Co.
Meadville ..... J. H. Nunn Company, Inc.
Millville ..... Albertson's Store
Monaca ..... Batchelor Brothers Company
Monessen ..... Sam D. Stern Furniture Co.
Montgomeryville ..... Jonns
Mount Carmel ..... R. Guinan Company
Mount Pleasant ..... Sam Levin Furniture Co.
Nanticoke ..... Joseph's Furniture Store
Nescopeck ..... Domestic Sales & Service Co.
New Kensington ..... Levitt Brothers Furniture
Oil City ..... Union Furniture Company
Oxford ..... Lipkin's
Palmyra ..... Moyers Reliable Furniture Co.
Philadelphia ..... Strawbridge & Clothier
Phillipsburg
Hurwitz Furniture & Appliance Company
Phoenixville ..... Wright Furniture House
Pittsburgh ..... Joseph Horne Company
Pittston ..... Barton's Furniture
Plymouth ..... Max L. Fainberg & Son
Quarryville ..... J. Esri Newswanger
Ridgeway ..... Lower Furniture Co.
Scranton ..... Kaplan Furniture Company
Sharon ..... J. M. Willson & Sons
Shamokin ..... Guinan Furniture Company
Shenandoah ..... Uberg Furniture
Shickshinny ..... E. Dana Sutliff Furniture
Shippensburg ..... The Brener Furniture Stores
Souderton ..... Souderton Furniture Mart
St. Marys ..... Lower Furniture Co.
Stroudsburg ..... A. C. Miller Furniture Store
Tarentum ..... Miller Brothers Furniture
Vandergrift ..... Levitt Brothers Furniture
Washington ..... Home Furniture Company
Waynesboro ..... Brener Furniture Store
West Grove ..... D. F. Keener & Son
Wilkes-Barre ..... United Furn. Manufacturers
(3234 Public Sq.)
Wilkes-Barre ..... United Furn. Manufacturers
(657 N. River)

(This Listing Continued On The Next Page!)

Mainline's BEAUTIFUL Manhattan Group

(THIS LISTING CONTINUED FROM PRECEDING PAGE)

RHODE ISLAND

Bristol ..... Morris Finger & Sons
Centredale ... El-Dee Furniture Company, Inc.
Newport ..... Smith Furniture Company
Providence ..... The Outlet Company
Warren ..... DaPonte Brothers Furniture
Westerly ..... Westerly Furniture Company
West Warwick ..... Laboissonniere's
Woonsocket ... Jolicoeur Furniture Company

SOUTH CAROLINA

Anderson ..... Riddle - Jones, Inc.
Columbia ..... Tapp's
Florence ..... W. M. Waters Co.
Greenville ..... Belk - Simpson Co.
Hartsville ..... J. L. Coker & Co.
Laurens ..... R. W. Willis Furniture Co.
Orangeburg
Orangeburg Wayside Furniture Shop
Sumter .... Broad Street Furniture Company

SOUTH DAKOTA

Aberdeen ..... The Malchow Company
Huron ..... Fullerton Furniture
Redfield ..... Coleman & Son
Sioux Falls ..... Paulwin Furniture
Vermillion ..... Frank M. Olds
Yankton ..... Greenlee's

TENNESSEE

Athens ..... McMinn Furniture Company
Chattanooga ..... Clemon's Brothers
Clarksville ..... Brenner Furniture Company
Cleveland ..... Abel Hardware Company
Cookeville ..... Powell Bilyeu & Sons
Crossville .. Bilbrey Hardware & Furniture Co.
Dayton ..... French Furniture Company
Dyersburg .. Meriwether Furniture Company
Greeneville ... Brown's Furn. & Jewelry, Inc.
Harriman ..... Bilbrey Furniture Company
Jackson ..... Kirby Jones Furniture Company
Johnson City ..... King's, Inc.
Kingsport ..... Baylor - Nelms Furniture Co.
Knoxville ..... Miller's, Inc.
Manchester. .. Rollins & Levan Furniture Co.
Memphis ..... J. Goldsmith & Sons Company
Morristown ..... Weesner-Reams Co., Inc.
Murfreesboro ..... Freeman Furniture Co.
Nashville ..... Dodge Furniture Store
Rockwood ..... Bilbrey Furniture Company
Shelbyville .... Woosley & Thomas Furn. Co.
Spring City ..... E. W. Johnson Furniture Co.
Springfield ..... Stewart - Williams Company
Tullahoma .... Rollins & Levan Furniture Co.
Union City ..... Timm's Furniture Company

TEXAS

Abilene ..... A. B. Barrow Furniture
Cooper Furniture
Amarillo ..... The Cosmopolitan, Inc.
Atlanta ..... Atlanta Furniture
Ballinger ..... Home Furniture
Beaumont ..... Appliance & Furniture Center
Big Spring ..... Barrow - Phillips Furniture
Bogata ..... Marshall Furniture
Brownfield ..... J. B. Knight Furniture
Bryan ..... Kraft Furniture Company
Center ..... Watson & Watson
Clarksville ..... Shoulders Furniture
Corsicana ..... Miles Furniture Company
Daingerfield ..... Jones Furniture
Dallas ..... Sanger Brothers
Edgewood ..... Spradlin Furniture
El Paso ..... American Furniture Company
Ennis ..... Smith Furniture Company
Farmerville ..... Thomas Furniture
Fort Worth ..... Hilliard Furniture Company
Garland ..... Martin Furniture Company
Gilmer ..... Arnold Furniture
Gladewater .... Gill-Est. Furniture Company
Greggton Household Supply
Grand Prairie ..... Furniture Exchange
Grand Saline ..... Castloo Furniture
Grapeland .. Grapeland Furniture & Appliance
Greenville ..... Stephenson Furniture
Greggton ..... Greggton Household Supply
Groves ..... Godwin Furniture Company
Henderson ..... Crown Furniture Company
Hillsboro ..... Coats Furniture Company
Houston ..... Foley Brothers
Hughes Springs ..... J. O. Jordan
Jacksonville .... Chestnut Furniture Company
Jasper ..... Furniture Exchange
Jefferson ..... Haggard Furniture
Lamesa ..... Davis Furniture
Levelland ..... Stacy - Mason Company
Littlefield ..... Onstead Furniture
Longview ..... Home Furniture
Lubbock ..... Harold Griffith Furniture
Marshall ..... McKay's Furniture Company
Midland ..... John Boatright, Inc.
Mineola ..... Castloo Furniture
Monahans .. Reynolds Electric & Furniture
Mt. Pleasant ..... Everybody's Furniture
Nacogdoches.... McNeil Furniture Company
Nederland ..... Nederland Furniture
Odessa ..... Boatright Furniture
Odessa ..... Furniture Mart
Paris ..... Cut Rate Furniture
Pecos ..... Home Furniture
Pittsburg ..... Castloo Furniture
Plainview ..... Murrell Furniture Company
Port Neches ..... Bennett & Nelson
Post ..... Hudman Furniture
Rusk ..... Clyde Cauthen Furniture
San Angelo .. Shepperson Furniture Company
San Antonio ..... Joskes of Texas
San Augustine .... Greer FurnitureCompany

TEXAS—Continued

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Sweetwater
Pittman Floor Covering & Furniture
Talco ..... R. R. Kelly Furniture
Terrell ..... Musgraves Furniture
Troup ..... Sam E. Sharp
Tyler ..... Thompson Furniture Company
Victoria ..... Chesnick Furniture Company
Whitewright ..... Blanton Furniture
Wills Point. ..... Thomas Furniture
Wolfe City ..... Wolfe City Furniture
Woodville ..... Ashworth Furniture Company

UTAH

Salt Lake City .. Axelrad's Furniture Company

VERMONT

Barre ..... B. W. Hooker & Co., Inc.
Bellows Falls ..... Fenton & Hennessy
Brattleboro
Chromec's Furniture & Appliance Store
Burlington ..... Lawrence & Leclair
Rutland .... Hy-Way Furniture Company
Springfield
Chromec's Furniture & Appliance Store
St. Albans ..... G. A. Doubleday
Waterbury ..... V. L. Perkins Company, Inc.
Winooski ..... Archambault Furniture Store

VIRGINIA

Altavista ..... Tyree & Nicholas, Inc.
Arlington .... Miller & Wrenn Furn. Co., Inc.
Buena Vista ..... John H. Dickinson's
Chase City ..... Chase City Department Store
Chatham ..... Chatham Furniture Company
Christiansburg .. Cromer Furniture Company
Culpeper .... Martin Furniture Company, Inc.
Danville ..... Clements & Parker, Inc.
Fredericksburg .... Beck Furniture Company
Harrisonburg ..... J. S. Denton & Sons
Hopewell .... Butterworth Furniture Company
Lynchburg ..... McGehee Furniture Co., Inc.
Marion ..... Scott Furniture Company
Martinsville ..... Saters Furniture Company
Newport News ..... J. H. Bell Furniture Co.
Norfolk ..... Center Shops
Petersburg .... Harlow-Hardy Company, Inc.
Portsmouth ..... Morris Company, Inc.
Richmond ..... Miller & Rhoads
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Rocky Mount .... Peak & Angle Furniture Co.
South Boston
South Side Home Furnishings Company
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Suffolk ... Thornton-Jaffe Furniture Company
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Waynesboro. J. L. Barksdale Furniture Corp.
West Point ..... Jenkins Furniture Company
Wytheville ..... Vernon Maytag Company

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Dayton ..... Driss Furniture
Everett .... Erickson Brothers Company, Inc.
Hoquiam ..... Hansen Furniture Company
Longview ..... Donahue's Furniture
Mount Vernon
Erickson Brothers Furniture Company
Pomeroy ..... Strain's Furn. and Appliance Co.
Richland ..... Davis Furniture Company
Seattle ..... Grunbaums
Shelton ..... Olympic Furniture Company
Spokane ..... Bell Furniture Company
Tacoma ..... Craig Furniture, Inc.
Vancouver ..... Riback Furniture Company
Walla Walla ... Gradwohl Furniture & Carpet

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Bluefield ..... Warlick Furniture Store
Charleston ..... The Diamond
Clarksburg ..... Hiller's Furniture Store
Fairmont .... J. H. Snider Furniture Company
Huntington ..... Star Furniture Company
Logan ..... McCormick's
Lewisburg .... Lewisburg Furniture Company
Martinsburg .... Ramsey Furniture Company
Morgantown ..... Royal Furniture Company
Oak Hill ..... Home Outfitting Company
Parkersburg ..... Ruth Furniture Company
Petersburg ..... Barger Furniture
Princeton ..... Bowling Furniture Company
Shepherdstown .. Ramsey Furniture Company
Welch ..... McDowell Furn. & Hardware Co.
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Free Taste in Music

By Richard Williams

To expand your listening horizons, you must learn to mix curiosity with honesty, to be open-hearted as well as open-minded

Let's say that you just feel like listening to some good music on the radio. Maybe the N.B.C. Symphony or the New York Philharmonic. You turn on the radio in time to hear what is being said about the program. You want to find out something about the music, learn some facts, get some guidance. What does the commentator have to say? Almost invariably the selection about to be played will be proclaimed by some smooth announcer to be a "masterpiece." Stiffly and importantly he pronounces the verdict: a "masterpiece." The only variation that seems to occur is the degree. It may be a "great masterpiece," a "great. and unique masterpiece," a "very great masterpiece," or a "very great and unique masterpiece." Oscar Wilde said that only an auctioneer could equally and impartially admire all schools of art. Radio commentators are like auctioneers.

But as far as you are concerned. every piece that you hear is *not* a masterpiece. It may be one, all right, but in your own judgment of it or in your own personal response to it you can not grade it so. Not if you're honest. Some music makes you warm, other music leaves you cold. Is your taste therefore limited, your outloc provincial, your response shallow Are you right to be disheartene because you are unable to appr ciate the "masterpiece"? Of cour not. Your reaction to music mu be a personal one, emotion ar enthusiasm truly felt, if it is to l a valid reaction. To accept an a thority's judgment on a piece music without being able to agr with it, to accept it blindly- "deafly" might be the better wo —is timidity, bondage, and at t worst dishonesty. Even if that a thority is of a higher rank tha that of a radio commentator, ev if that authority be the wisest cri who ever lived, his judgment mea nothing to you until your own fe ings can corroborate it.

But now take the reverse. If y are bored by a Brahms symph or if the music of Berlioz fails make sense to you, are you the fore to belittle it? Are you to s that the authority who proclai such music masterpieces does know what he is talking abou Are you to rise up and cry t the Emperor has no clothes o You are not likely to be so fo hardy or iconoclastic, though crctly you may wonder what's the shootin' for.

What actually is likely to happen is that you *discard* the Brahms symphony, that you withdraw from it, and that you will set up a defense of yourself which says that this music is "above your head." You will accept the belief that technical knowledge of music is required in order to respond to this "difficult piece." You are very likely to shove aside the assurance that this music has for years, sometimes for centuries, pleased the non-technical hearer. Obviously there is something wrong. Obviously there is usually a very good reason why a piece of music remains firm in its fame, why we call it immortal, why it is played again and again. Freedom of taste can not be won by bucking the obvious, by striking out completely for yourself, by everybody being out-of-step but Johnny.

A LOT of people turn away from music because at first they do not like what they are supposed to like. The timid want to conform and the brave often carry a chip on their shoulders. Both groups ought to recognize that the first requirement for the enjoyment of music, as well as the first road sign toward freedom of taste, is honesty.

Leopold Stokowski, a conductor who has thought about music as well as made it, once wrote in *Music for All of Us:* "It is important to realize that our individual reactions to music are completely relative. How we *feel* about music, and what it really *is*, may be two totally different things. How we feel about music is our personal reaction and is purely subjective. What the music is by its character is a fact and objective. If we are willing to regard our feeling about music as something individual, it will be sincere and spontaneous. But if we try to transform our subjective impression of any particular music into an objective fact, and insist that others have the same impression of the music as ourselves, we not only show disrespect for the spontaneous reactions of others, but we also show ignorance of those laws of nature which govern the subjective impressions of all men to objective realities. We must all be free to react to music according to our inner nature—any attempt to force ourselves to react to music according to another person's feelings may spoil for a time the freshness and truth of our reaction. If a hundred persons listen to Beethoven's *Eroica Symphony*, the rhythms and tones heard are the same for every one of the hundred—but their impressions and emotional reactions will be different for each one of the hundred. This difference of reaction to music and all art is fundamental and eternal. It is of great importance not to tamper with the honesty of this, or to try to enslave the reaction of music lovers by any so-called authority. No one can enjoy music for us—we can do it only for ourselves."

Honesty is not enough. We must mix it with curiosity and, most important, with what I call liberality of emotion. To achieve freedom of taste we need to be open-hearted and open-minded. The heart of the matter is that we must *find a balance between our individual reaction and the pronouncement of authority.* "Balance" is the key word, in one scale setting our own honest enthusiasms or honest dislikes, in the other scale measuring the weight of expert opinion. The judgment of history must pass through our own senses before it can mean anything to us. But we can not ignore it!

Practically speaking, this means that if you do not like the Brahms symphony, you set it aside without feeling perturbed about your lack of response. But you do not discard the symphony. You preserve your curiosity and your liberality. You reserve your judgment. Indeed, you make a conscious effort to hear the symphony again, perhaps not right away, not even in the near future, but a year or two later, when you have heard more music, more of all kinds of music, and your taste may have changed.

Freedom of taste can only be acquired by natural expansion and only slowly. Do not come to a conclusion. Give the masterpieces a trial, don't put them on trial.

I HAVE just read Bernard Berenson's fascinating wartime diary, *Rumor and Reflection.* He writes: "I doubt whether I have an ear or a sense of rhythm, and I certainly have little musical memory. I catch an air as easily as the next man. When it comes to symphonic or other concert music, I seldom grasp a composition at a first hearing. I get a sense only of whether it is worth pursuing further. At times, it leaves a longing to have it repeated immediately. And when I can experience a piece often enough, my feeling about it ends, somehow, by being what the authorities approve."

Freedom of taste consists as much of the ability to agree with "the authorities" as of the courage to disagree.



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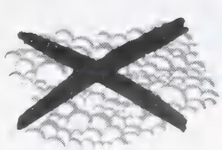
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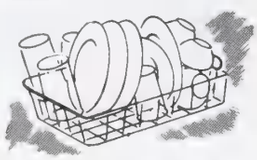


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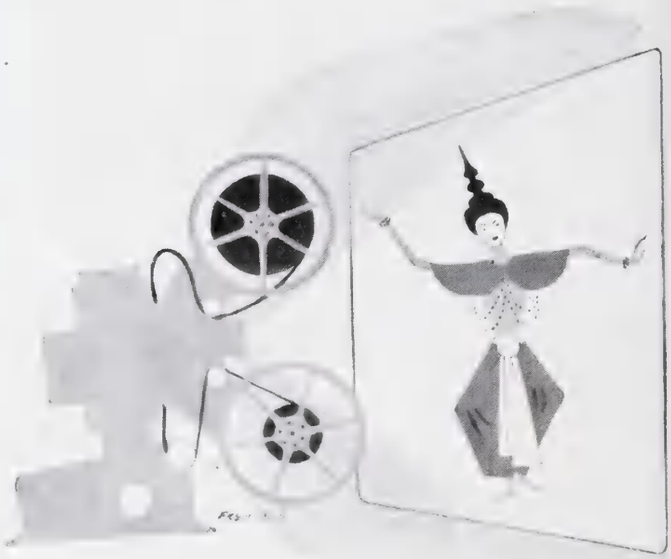
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New Worlds in 16mm. Films

By Cecile Starr



When looking around for 16 mm. films to show at home, your instinct for pleasure and adventure should be your only guide. So much adult enjoyment and excitement are to be found among the thousands of available 16mm. films that no other measure is worth your bothering about.

For the convenience of catalogers and reviewers there are the so-called entertainment films, travel films, documentary films, art films, fact films, fiction films, foreign films, feature films, abstract films, animation films, experimental films, free films, children's films, sports films, and so on. I hope these labels will never prevent you from discovering that there is only one classification that matters—films that give *you* pleasure.

In thinking back over the films that have pleased me the most, I find that regardless of subject or style they have one thing in common. All of them seemed to lift me right out of my limited life and take me into a bigger and more fascinating world than I could know at first hand. There can be no definition as to how this is accomplished. There is no specific name for the film that has this special *oomph*, to distinguish it from the film that merely shows things and says things.

My favorite films have provided unforgettable adventure as varied a panorama as migrations of birds, as shown in "High Over the Borders"; the strange dawn dances of the midwestern grouse, in "Sunrise Serenades"; the extraordinary life of the ordinary honey bee, enlarged many times to accommodate the shortcomings of the human eye; and a lovely color picture of the wild game of western Canada.

My film visit to the pre-historic caves of Lascaux in southern France gave me a distinct admiration for long-lost ancestors, whose recently discovered paintings are still thrilling to see, even in memory. Another trip with a party of sporting cave-explorers (spelunkers, they call themselves) took me on the most fascinating underworld expedition I hope to make.

In the distant Orient, I have seen fabulous Ceylon as it has existed for centuries, and modern Ceylon as it is today—truly a magical tour in space and time. Before my very eyes, workers have repaired the lacy limestone walls around the Taj Mahal, as they have done for hundreds of years and as they may indeed be doing at this very moment. With the help of a close-up camera and a carefully written narration, I have seen and

understood an East Indian gesture-dance telling a charming story about how the peacock was cured of his vanity.

Not all my film adventures have been so realistic. In the realm of fancy, a delightfully silly romantic called Loony Tom has shown me how laughable life can be when inhibitions are thown to the winds and the joy of living is pursued to the utmost. A spectacularly grim picture of life in seventeenth-century Denmark absorbed me for its full hour and a half with an intriguing story of witchcraft and superstition, earthly exuberance and puritanical austerity.

IN OTHER 16mm. films, I have seen—and not forgotten—how the machine age happened to develop out of the simple lever, how parents can raise civilized children and keep a sense of humor, how a controversial modern painter named Jackson Pollock creates his giant-size drip-and-splash pictures. In a stunning and humorous animated color cartoon I learned the easy way that ignorance is no cure for cancer. And an unusual color-doodle called "Be Gone Dull Care" has brought abstract art to life for me most gleefully.

Any combination of films like these makes a wonderful evening's entertainment for me and my friends, for each one is a round-trip ticket out into the big world of people and places, facts and fancies.

With my eyes half-closed, I have picked out my "free choice" of 16mm. films—for the time being. Next week or next year I'll have a different set of favorites. Even now I'm beginning to feel guilty about the number of good, better, and best films I have omitted this time, but I'll keep them in mind for the coming months.

Following is a list of films with names and addresses of distributors, and other pertinent information for the 16mm. home user. All are sound films and *cannot* ever be run on a silent projector.

High Over The Borders. (18 minutes) Produced by the National Film Board of Canada; directed by Irving Jacoby. Available for rental and purchase from the New York Zoological Society, New York 60, N. Y. Rental $3.

Sunrise Serenades. (24 minutes, color) Produced in collaboration with the American Museum of Natural History. Available for

(*Please turn to page* 128)



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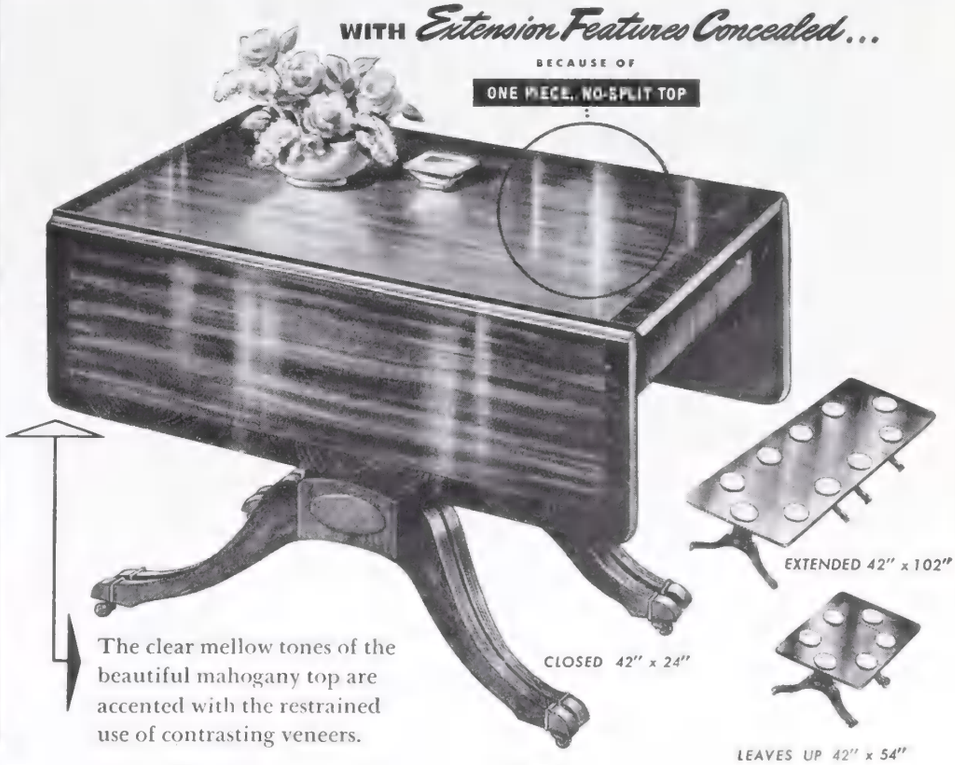
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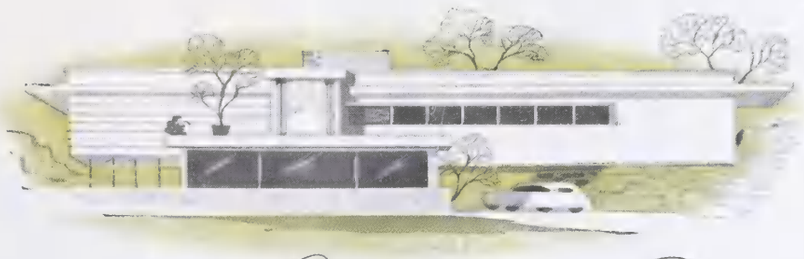
Breakfront • Style 248-1248, an unusually roomy piece on a 19 x 72 base with cane inserts, four-drawer center cabinet, all adjustable shelves.



Bedroom Group • Style 3001 five-drawer Chest, 5501 Bed with panel footboard, and 6001 Night Table. Style 5001 Bed, open footboard, also available.

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★ *Designed by Randolph Mohlhenrich*

Suite 153 ★ Illustrated above, the Dresser-Mirror with 6 drawers (available with 9) . . . the Chest with cedar lidded and lined bottom drawer for woollens . . . the Bar Headboard Bed with cedar lined blanket compartment, and adjoining Commodes. Alternate pieces include Vanity Desk, Regular Bed, Night Tables, matching Benches and Chairs. Also in *Sand and Ermine, Grey and Ermine.*

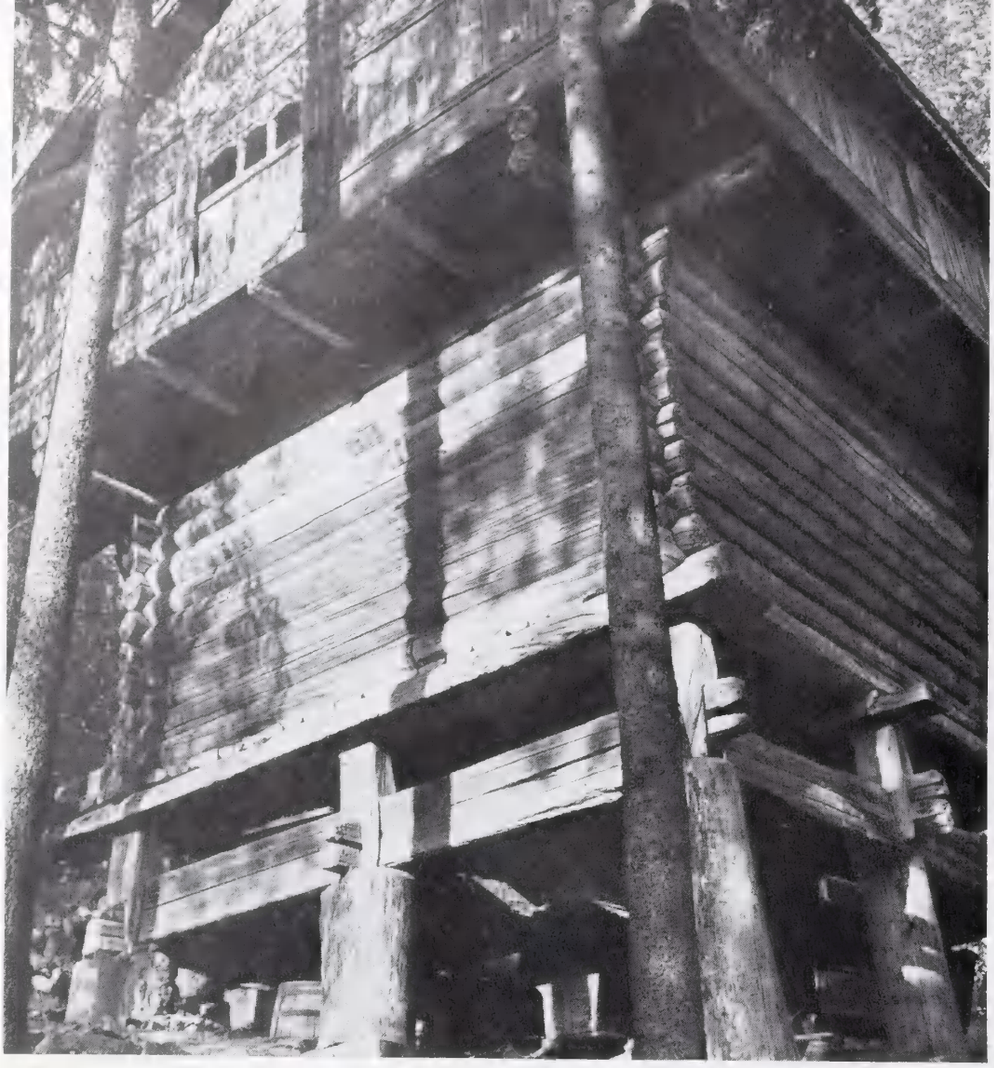
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Picture it in your Bedroom Here is sheer beauty and symmetry of line . . . authentic American Modern with the satiny lustre of silver fox and ermine furs faithfully reproduced in wood! Suave and sophisticated . . . but priced for today's budgets . . . the *Silver Fox and Ermine* suite blends perfectly with a great variety of floor coverings, drapes, and interior decor. Solid end panels, mahogany cases, and curly maple drawer fronts (pre-bleached all the way through) are just a few of this suite's quality construction features. Be sure to see it! Send 10¢ for interesting packet of leaflets showing this and other *Sieling Modern* suites . . . with name of your nearest dealer.

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At the Raabe Folk Museum, Lake Bogstadvaan, you see buildings of all eras. Norwegian history is written in carved wood. A thirteenth-century house, above.

A sixteenth-century room with early built-ins.



PHOTOGRAPHS BY GRAPHIC HOUSE

HOW TO LEAVE HOME *and like it*

By Louisa M. Comstock

The Vikings are up to their old tricks. Now it turns out that they've been exploring a new and painless way to get people from California to Europe in something like 24 hours, all done with a North Pole shortcut. Specifically, Scandinavian Airlines System is only waiting for government okays to fly regular passenger flights from Los Angeles (and probably San Francisco and Vancouver) to Copenhagen (or Stockholm), tarrying briefly en route at the great new Air Force base in Thule, Greenland, just a few wing-laps from the top of the world. You can see how this quickie journey is bound to change the traveling habits of westerners who up till now have had to go all the way to New York in order to take off on a European junket. It's also going to introduce more Americans, Canadians, and Mexicans to the lovely Scandinavians, so we predict a little tourist congestion in the land of the midnight sun. SAS, which is manned by Danes, Norwegians, and Swedes and distinguished for its amiable efficiency and dreamy food, will (*Please turn to page* 142)

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, or hotels.

...relax in Canada

Choose a next-to-Nature trip in this land of ***VACATIONS UNLIMITED*** *where new travel sights unfold like magic.*

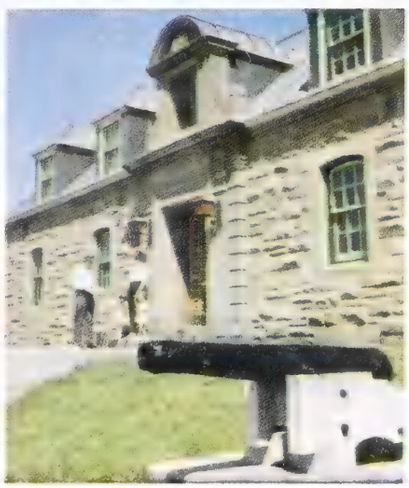


SAMPLE lakeside life with boating, swimming. Make new friends at summer colonies. Follow modern highways and quaint by-ways in this big playground.

CAPTURE local colour with your camera in provinces rich in history. Shop for native handicrafts, fine woollens, imported china in delightfully "foreign" cities.

NATURE paints a glorious background to vacation fun everywhere you go in Canada. You'll really live every holiday moment as you play in mountain resorts, roam through the green grandeur of National Parks. Start planning now. See your travel or transportation agent soon; send the coupon now.







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Chairside companion. Charming Sheraton commode fits in happily with traditional decor or makes fast friends with modern. No. 7377.

This picture piece adds high fashion to the "costume" of living room, bedroom or *any* room in your home. No. 7367.



Love at first sight





Mersman Tables

"the costume jewelry of the home"

Sparkling new beauty accents for your home — these glamorous mahogany-rich tables by Mersman! Styled to harmonize with all-of-a-kind decoration or "mixed company," they're the perfect touch (and convenience) to the costume of every room. Your Mersman dealer is now featuring the fine table gems shown. At their low, low price you'll certainly want several for your home. And for St. Valentine's Day — why not a *gift* of Mersman Tables?

Take-it-easy time . . . and everything you need for pleasant relaxation is right at hand on this charming chairside step table. No. 7375.



Hostess helper. This graceful Duncan Phyfe cocktail table serves everything from tea for two to refreshments for a roomful. No. 7376.



Send for new booklet

Describes correct, tasteful use of tables in the home. Illustrated profusely with smart, distinctive table styles. Enclose 10c in coin to cover handling costs.

Dept. HB-23, The Mersman Bros. Corporation, Celina, Ohio



Round-the-clock servant, this beautiful Duncan Phyfe drum table, in living room, hall, den. No. 7344.



The ARTS OF GOOD LIVING

Here is the story of how a man and his wife turned the ordinary routines of their daily life into personal expression and creative pleasure. The following twenty-two pages about the Alexander Girards of Detroit show how you, too, can introduce more meaning and character into your life, if you give your home your personality

The Girard story shows

HOW HOMEMAKING CAN BE AN ART



The art of homemaking is the sense of variety possible in daily life and the free play of your taste and imagination.

"Art is only art when it is synonymous with living," the Alexander Girards say, and their home shows the happy result of their point of view.

The art of homemaking for the Girards is in their sense of the infinite variety of life, whether in the shifting shadows of the sun, the changing taste of seasonal fruits, or the way they set their tables and slice their bread. Thus their home expresses the miracle of being alive, the vital pleasures of eating and sleeping and watching the earth's diurnal course.

When Emerson wrote, "Give to barrows, trays, and pans grace and glimmer of romance," he was urging the same poetic point of view in the daily life, charging his readers to give homemaking the shining touch of art. And all art, after all, can be traced back to man's spirit of play, his sense of joyousness. Put joyousness into your daily life, the spirit of play into your cooking, adventure into your home, and your homemaking, too, will become an art.

PHOTOGRAPHS BY ELMER L. ASTLEFORD



Even the walls of the Girard living room show variety and a playful personality.

The Girard secret: SEEING THE POSSIBILITIES IN EVERYTHING



PHOTOGRAPHS BY EZRA STOLLER

Whether it is derelict old houses, ancient toys, waste marble chips, or weather-beaten barn doors, the Girards know how to look at things—and their own problems—with a pure, unprejudiced vision that leads them to originality and delight in their architecture, their furnishings, and their private lives

By Joseph A. Barry

Alexander Girard collects dolls and toys of all periods and countries. They are for decorative touches in the house and for the creative play of the whole family—father, mother, bare-footed Marshall, and Sansi, the little girl with the scowling Chinese mask. A unique family in a home uniquely theirs.

To be alive, to be awake, to be aware of the thousand and one wonders of our time and all times, of our land and all lands—to have faith in yourself and courage in your free taste—is to cream the world at large and create a world of your own, at home. This is the open secret of the Girards, of all happy individualists, for everyone to share.

To free your vision from conformity and convention, from the limitations of other people's attitudes, is to sharpen the razor's edge of your own awareness, to see fresh solutions to ordinary problems, possibilities in everyday things.

Awareness is the beginning of wisdom. The way to begin is to begin. The way to become aware is to be aware, aware of the miracle of your own consciousness, of the particular genius of your own spirit, of the special flower of your own personality. The finest gift you can bestow on your family and on your community is the gift of your individual difference; and a democratic society is nothing less than freedom to develop individual differences.

Freedom always carries a price. It involves not only freedom to choose well but also freedom to choose badly. In that sense, one man's meat may be another's poison. Similarly with the new cultural revolution of free taste. The exercise of free taste, the disregard of conventional rules of "good taste," may occasionally involve bad taste. That is the inevitable price of freedom. But with freedom there is the possibility of growth, of learning by trial and error, of learning by trial and success. Involved here is the eternal argument of education by rule or education by experience. For adults, at least, education by rule is belittling and dictatorial.

What, after all, is the alternative to free taste? Fixed taste. Taste by decree of a (*Please turn the page*)



The possessions of the Girards are the expressions of themselves—collected here under the bemused eye of Mrs. Girard. There are many more throughout the house. In the variety however there is unity—unity of their owners, unity of their own personality and free taste. The poetry of this home bears the unmistakable signature of a happy individualist.



This is the low-ceiling part of the Girard living room with windows facing south, thus getting maximum winter sun, yet screened from the street by an attractive fence. The private garden is on the north side.

Seeing the possibilities in everything *continued*

self-chosen elite. Better by far the cluttered, individual home of a free man than the clichéd product of the conventional-minded. The free man, if he continues his course of self-development long enough, will in time arrive at the classical principles of *scale*, or relative proportion, and *appropriateness*. But if he arrives at no other feeling of appropriateness than the conviction that his home and its furnishings should be *appropriate to him*, he will be doing magnificently.

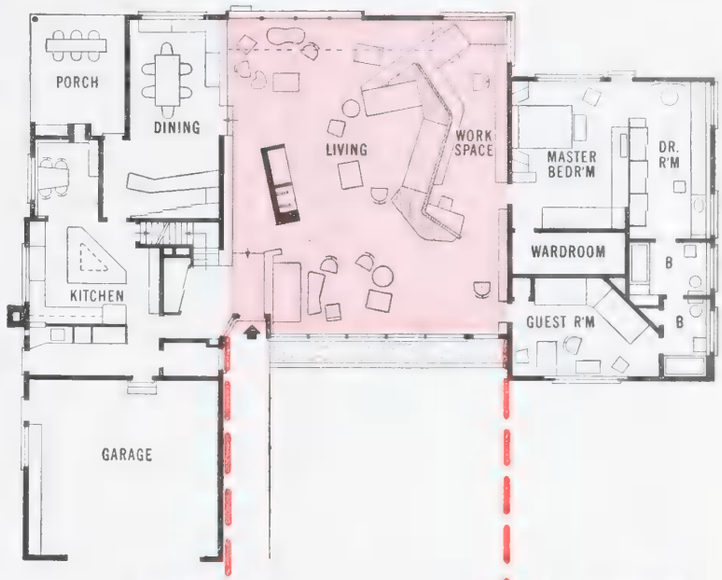
Freedom, too, means taking the consequences of your choice. It means the relatively unimportant risk of being called "peculiar" along with the much more important adventure of being yourself. It means willingness to make mistakes along the road to personal culture. But it means, most of all, the preservation of your individuality and the growth of your self-respect.

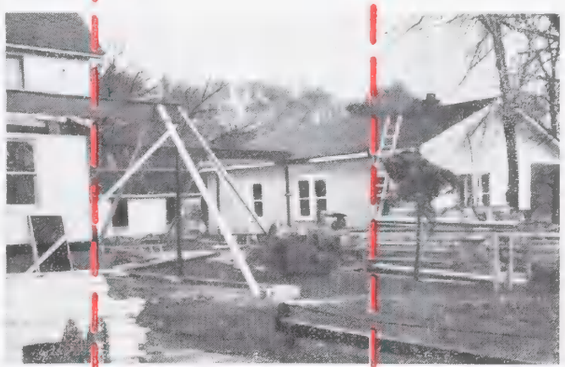
To be free is to see freely. And to see freely is to see your life whole, as the Girards do. For instance, Alexander Girard, who is both an architect and a designer, came upon two old frame houses, one a single-story cottage, the other a two-story box-like affair, standing on adjacent lots. He had the freedom to see all the possibilities in the situation, to work out a total solution involving architectural design and his family's special requirements. The originality and brilliance of his solution can be seen in the illustrations opposite, as well as throughout the pages of the story of the Girard family, in the truly individual

dining room, the vanishing living room wall, the pleasing, yet practical, partitions, the extraordinarily interesting garden contrived out of a rather flat and ordinary piece of land.

As the Girards have worked out the answers to each problem and resolved each situation, the solutions seem inevitable. Actually the inevitability follows from the Girards' capacity to view each problem and situation clearly and as a whole. The charm is the result of the free play of their own taste. The freshness is the quality of their particular spirit and character. In fact, they are simply acting in accord

(*Please turn the page*)







Architect Alexander Girard saw possibilities of a complete solution in these two old frame cottages, one single-story, the other two-stories, that would be satisfactory architecturally as well as personally for his family needs. In remodeling he connected the existing structures with a large, new living room in the over-all form of an H-shape plan. The connecting link is two-stories across the front, providing for children's rooms and baths. A two-car garage was also added to the front (street-side) of the house.

More details about this house on page 116



Seeing the possibilities in everything *continued*

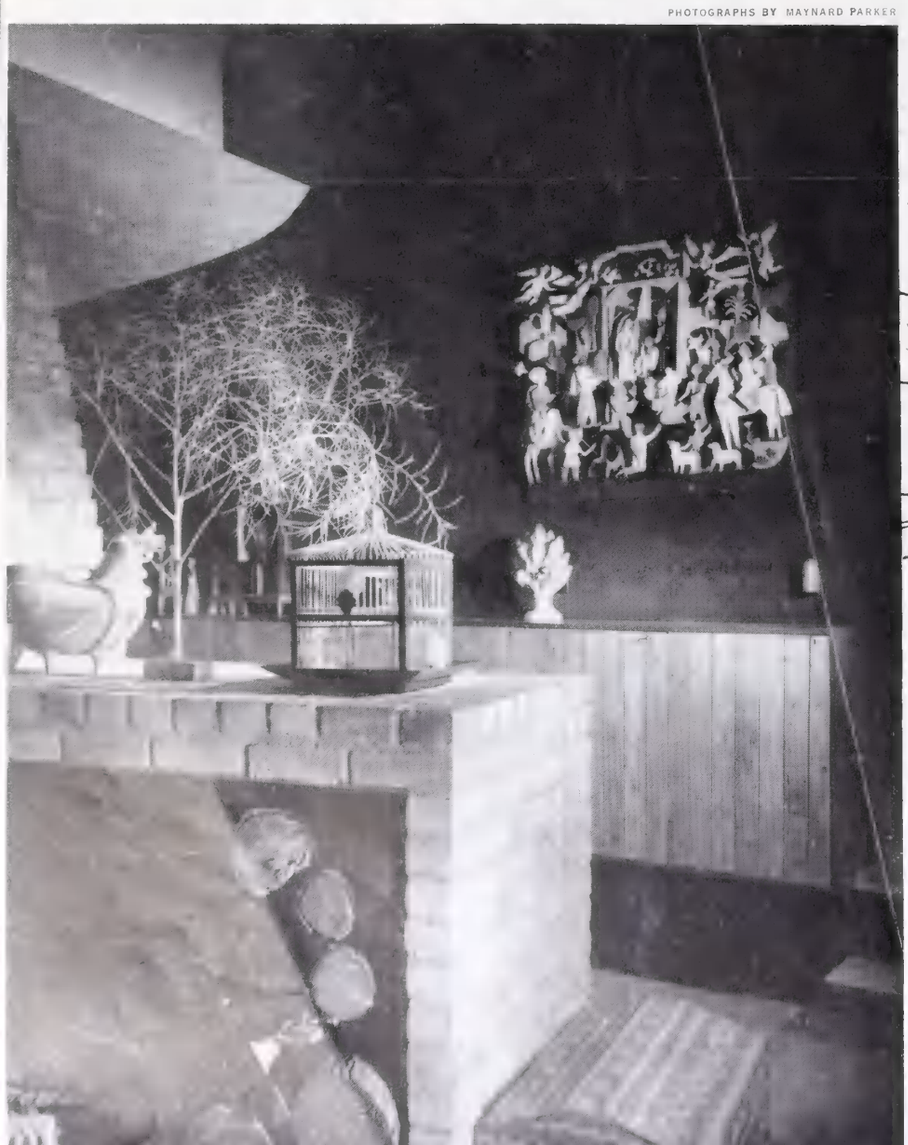
with Carlyle's great law of culture: "Let each become all that he was created capable of being; expand, if possible, to his full growth . . . and show himself at length in his own shape and stature, be these what they may."

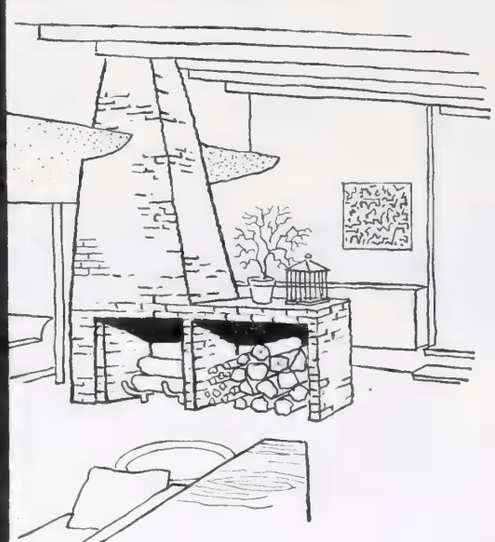
The story of all art, whether poetry, painting, or pastry, is the story of individualism. The true artist, if he is to succeed, finally arrives at his own style, his own vision of the world. Take Picasso, possibly the outstanding artist of our time. One day he tried to explain his work to a friend in his typically extravagant and highly personal manner. "To my distress," Picasso said, "and perhaps to my delight, I order things in accordance with my passions. What a sad thing for a painter who loves blondes but denies himself the pleasure of putting them in his pictures because they don't go well with the basket of fruit! What misery for a painter who detests apples to have to use them all the time because they harmonize with the table cloth! I put in my pictures everything I like. So much the worse for the things—they have to get along with one another."

Substitute *homemaker* for *painter* in Picasso's remark and you have the conventional situation in homes where people are afraid of their own feelings. Unless their fear is changed into freedom, it will forever obscure the possibilities of a rich life.

The open secret of the Girards is that they freed their vision, developed awareness, and so gave their home their personality. They prove that the daily life need not be full of deadly routine, but can be full of variety, excitement, and pleasure.

PHOTOGRAPHS BY MAYNARD PARKER





Fireplace and partition make a corridor for traffic from front entrance. Flat top of storage bin is a stage for Girard accessories. Partition is both background for "stage" and screen for dining room. Note Chinese broom, Guatemalan chest which contains kindling and charcoal.



PHOTOGRAPHS BY MAYNARD PARKER

Jewelry cabinet in master bedroom designed and decorated by Girard with glued-on cut-outs and silver-plated brass pulls. Drawers are lined with small pads covered with patterned silk or paper. All drawers in the house were carefully dimensioned for each item to be stored.



Imaginative accessorizing in the Girard house extends to the guest room (left) as well as all other rooms. Like the rest of the household, the guest can enjoy such things as the woolen Victorian sampler on the wall or the painted Haitian box which holds writing materials.

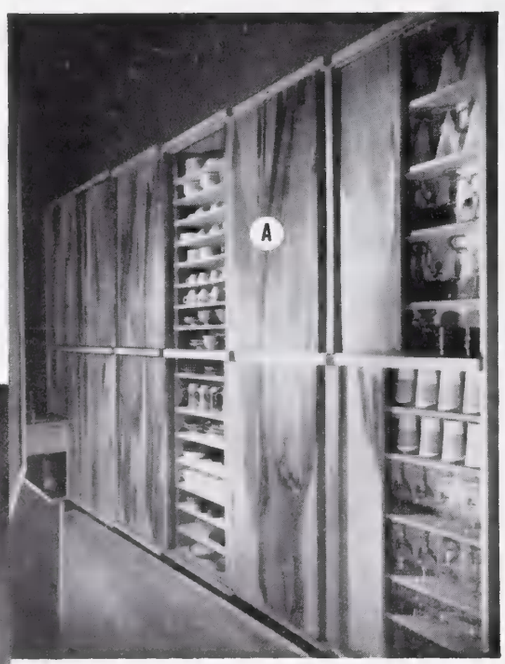
The Girards have

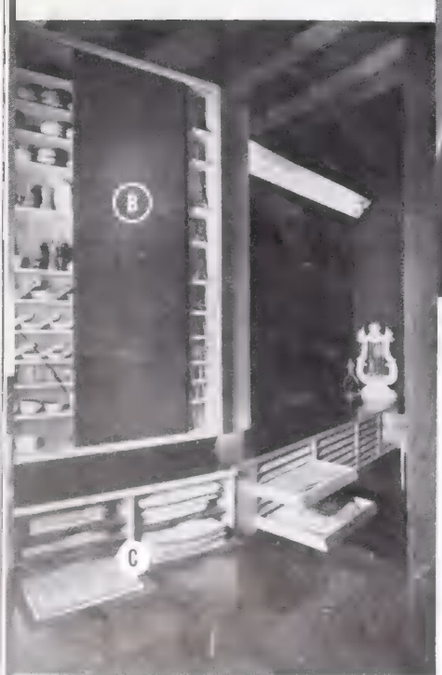
a truly individual dining room

Because: 1. They clarified and defined their wants.

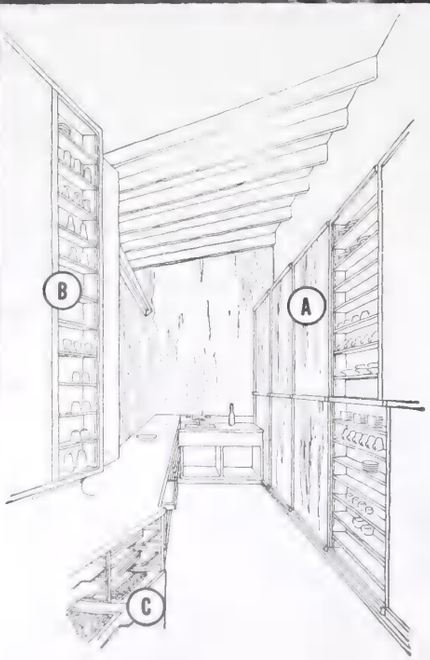
2. They solved their complex storage problems brilliantly and with common sense.

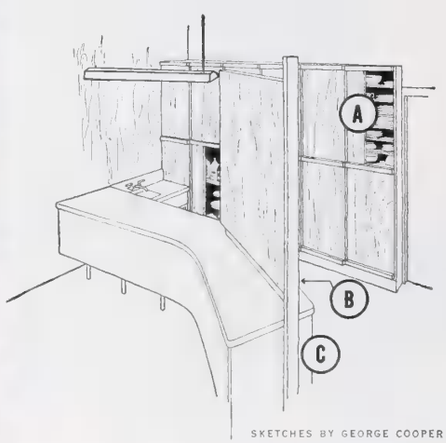
3. They borrowed visual spaciousness from the living room, yet have a separate dining room.





PHOTOGRAPHS BY MAYNARD PARKER





SKETCHES BY GEORGE COOPER RUDOLPH ASSOCIATES

China, glass, and table linens, like all the other Girard possessions, were measured and counted; and cupboards were engineered to house them without waste space. They range in depth from tumbler to plate size. Multi-section cupboard (A) is located behind serving counter: shallow cabinet (B) is back of screen at end of counter. Place-mat trays slide from back of counter (C).



Two-step elevation and low balustrade dividing dining room from living room make the two separate in function though visually one, while partition at left creates corridor back of fireplace. Richly patterned wood panels behind serving counter conceal cupboards shown on opposite page.

The Girards practice Free taste



PHOTOGRAPHS BY MAYNARD PARKER



Part of the fun of daily living is the joy of creating new and fresh settings for every meal. The Girards never feel bound to conventional arrangements of matching dishes and flatware. They assemble individual pieces, each chosen because they liked it for itself. A Chinese teapot is teamed with Limoges china and Japanese lacquer.

in table setting

←——*Freely creative arrangements of things selected from anywhere and everywhere make breakfast trays a happy expression of individuality. In this setting, composed of two trays and a basket, the old is mixed with the new, the foreign with the familiar, the rich with the humble. The trays are Swedish plywood laid with mats of Philippine pineapple fiber; the fruit container, a Navajo seed basket. Contrast the Victorian egg cup with the modern Thermos flask, the hand-embroidered Italian napkin with home-crocheted chicken cozy.*



A cupboard full of freely chosen appointments is like a painter's palette. It gives you the raw materials to make a different picture of each table setting. See how the Girards create a party mood by setting off the richness of eastern European wares against the bare butcher-block table top. The plate, the coffee cup and spoon, the brass tray are all Russian; the silver bonbon dish used for sugar is Polish. But the Slavic theme stops there. Candlesticks hail from Italy, the brass tray from Persia, decanters from France. Spicing the whole is one pinch of whimsey: the Indian figure holding Susan's name card.



The Girards design their table settings to meet their special needs, not to fill conventional formulas. Thus a porcelain chemist's beaker shows up as a serving dish, a stainless steel hospital cup as an individual sauce dish. But they don't hesitate to combine these with elegant French flatware, Bohemian crystal, and Venetian glass.

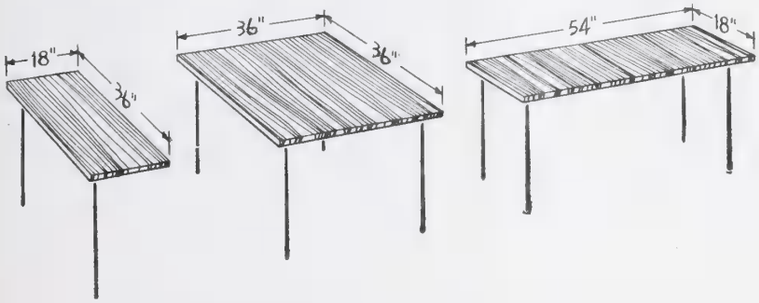
PHOTOGRAPHS BY MAYNARD PARKER

A playful spirit is the essence of creative expression. No need to make table setting a grim duty when it can be good fun. This coffee-time fantasy is garnished with bits of nonsense like the carved wood Guatemalan monk wielding a stick of Chinese incense, and the elaborate bone-handled carving knife from Mexico.



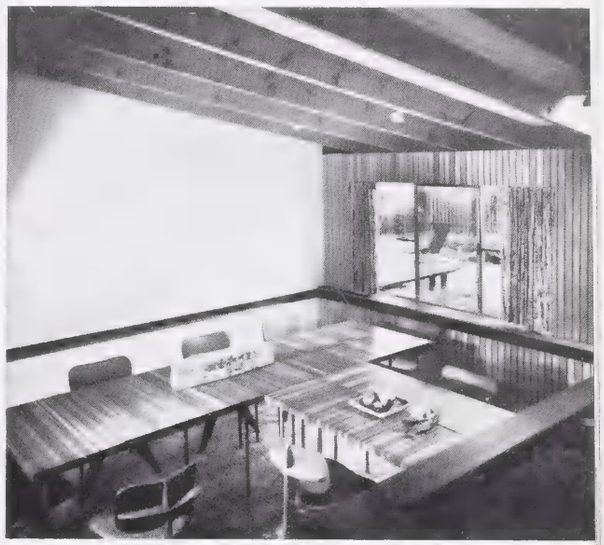
The Girards created

A new kind of dining table



There are three different sizes in the series

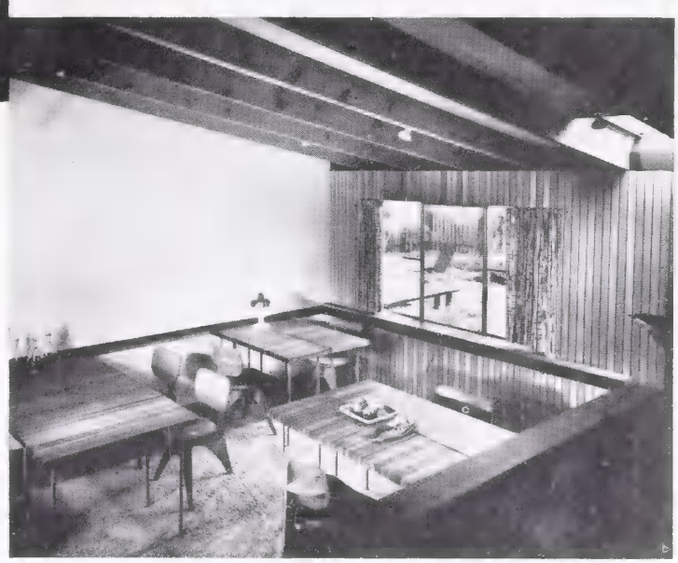


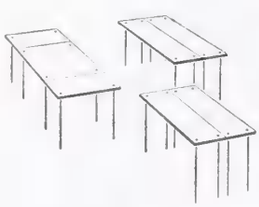




Instead of one large table, the Girards have a whole series of small ones which can be used individually or moved about and grouped in dozens of ways. The square table may be doubled in size by adding 2-legged extensions that hook to each end. "Butcher block" tops are inch-thick strips of cherry which may be sanded down in case they become marred.







DRAWINGS BY SIGMAN-WARD

A disappearing north wall opens up living room in summer (above) yet snugly closes up in winter (below).

PHOTOGRAPHS BY MAYNARD PARKER



Like the Girards:

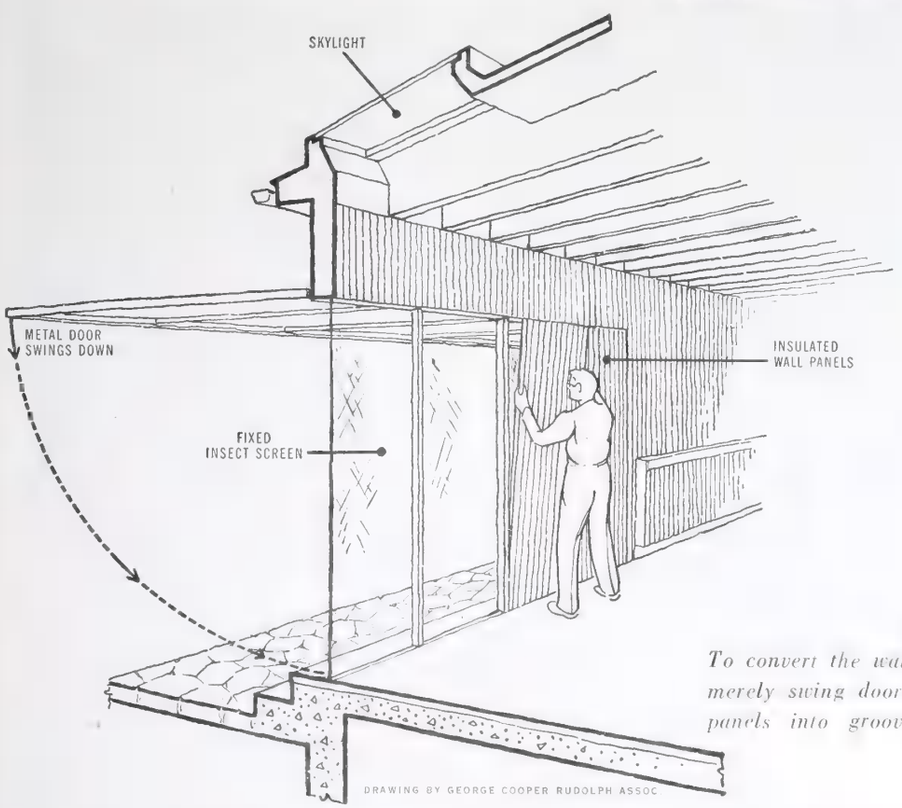
State your problem clearly and you'll solve it with originality

By James Marston Fitch

The Girards wanted to open up the north side of their living room during the hot Detroit summers, but they also wanted it closed and snug for the long hard winters. Their solution is strikingly original yet simple: a "disappearing" wall. They installed a lightweight metal garage door in the north wall which can be swung open in the summer providing rain-free shade, air, and space. It can be closed tight in winter and a series of wall panels—insulated and finished to match the rest of the living room wall—slipped into place on the inside.

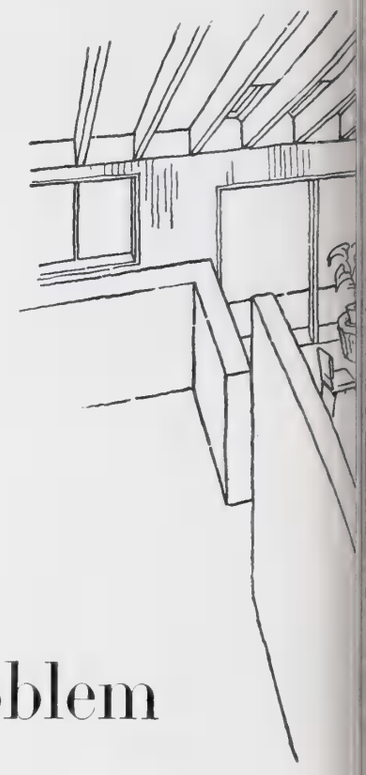






To convert the wall from summer to winter use, you merely swing door down and lock it, then slip wall panels into grooved slots. It takes a half hour.





The Girard Story *continued*

Out of the personal problem comes personality

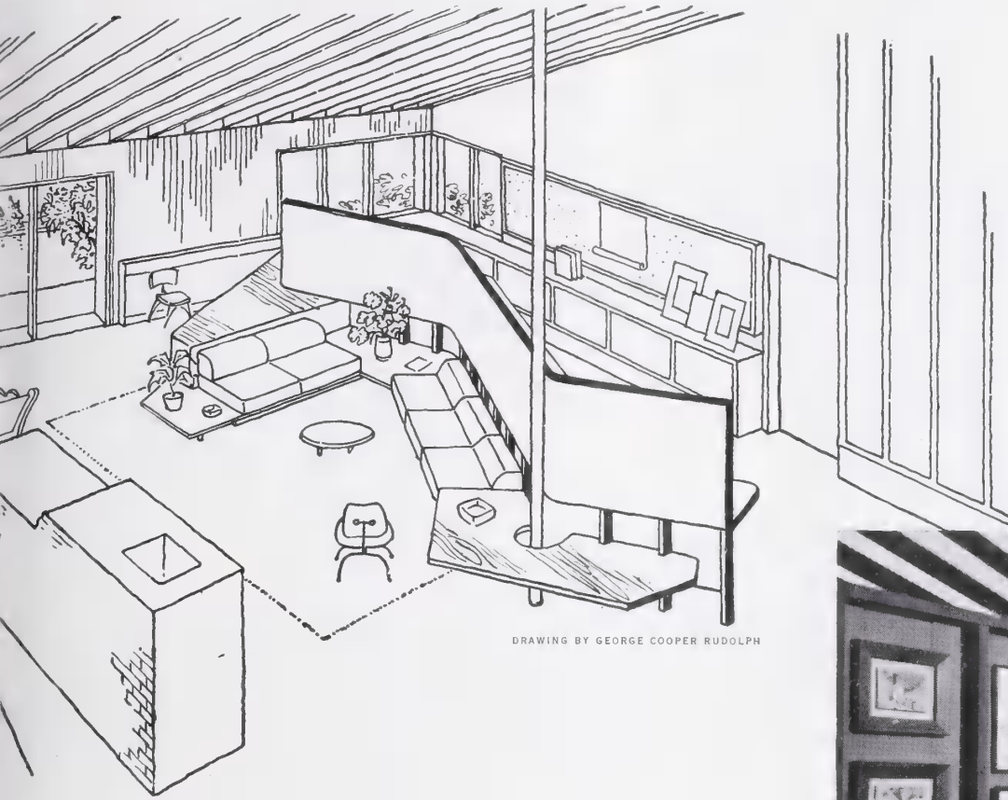
As a professional designer, Alexander Girard often works at home. For this he needed work space, not an air-tight, sound-proof cell, but merely adequate counters, cupboards, tack boards, and drawing table. Out of his personal problem grew the imaginative solution shown here: a free partition wall which separates living from working areas while enhancing rather than hurting the living room. Girard now has privacy for his work and also a handsome screen

PHOTOGRAPHS BY MAYNARD PARKER



Design for Living

See (above) how the screen wall is angled to enclose a generous array of couches and table tops, giving a sense of intimacy to a room that might easily have seemed too large without it. Record player and radio are built into end table (left).



DRAWING BY GEORGE COOPER RUDOLPH

PHOTOGRAPH BY ELMER ASTLEFORD





Design for Working

On this side, screen wall provides for picture space with counter-tops and cupboards below. On facing wall (right, above) there are more counters and cupboards and a big tack board. At rear, the drawing table gets excellent north light. Work space is so well screened that Girard has privacy for clutter of his creative work without detriment to neat but casual order of rest of house.

The Girard garden proves:

Two negatives can make a positive



All terraces in Girard house belie their small size because of the importance they gain from the insistent strength of their paving, whether solid concrete or large pieces of broken concrete, as above and below. (For a general view of this front entrance see page 65)



Here is imaginative, low-cost paving with old, broken concrete salvaged during remodeling of house. Steps were sliced from an old log and lead from sunken garden to raised terrace. Careful attention to small details such as this is typical of the entire Girard house.

There were the two negatives: (1) The land around the house was flat and without character and (2) the house stood 18 inches above the ground.

Both were solved simultaneously: (1) Earth was taken from the center of the rear plot, thus making an interesting sunken garden, and (2) the same earth was used to fill in around the house, thereby bringing it level with the ground. Two negatives became a positive: The house now has direct, floor-level access to the garden, and the garden is no longer flat and characterless, but has pleasant changes in grade.

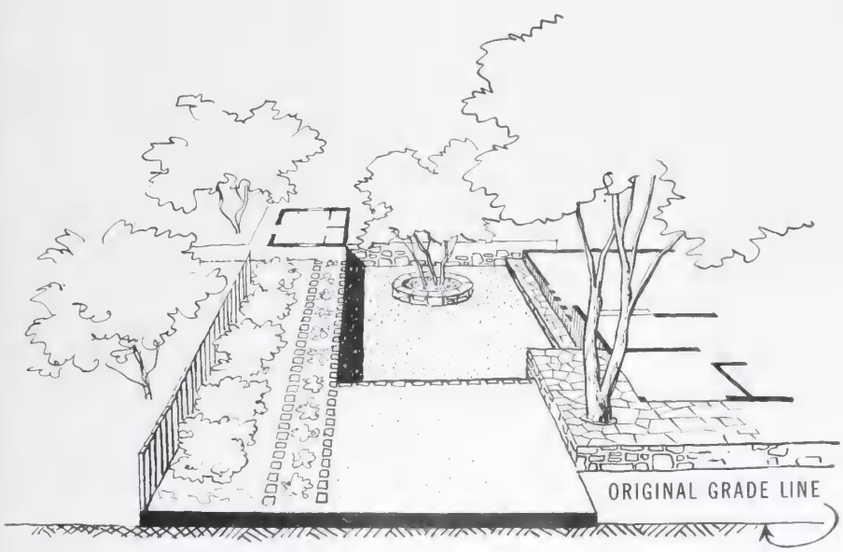
This is an example of intelligent designing. By evaluating each situation in its own terms, whether inside or out, Girard reached imaginative and individual solutions. Similarly he used old, broken concrete, circular slabs cut from an old log, and cheap marble chips (had for the hauling) throughout the garden with the minimum cost and maximum effect.



This little terrace adjoins master bedroom and is at same floor level. Wood is untreated elm but with long life ensured because water drainage is provided by marble chips (obtained free for the hauling). Note windows in privacy screen for view of distant trees.

PHOTOGRAPHS BY MAYNARD PARKER

Earth taken from the center of this rear plot, making it an interesting sunken garden, was used as fill around the house, thereby bringing it level to ground and solving the problem of both flat lot and slightly elevated house.



Sketch clearly indicates the interesting changes in grade which were achieved when earth was removed from plot and used around the house. Privacy is gained by fences, erected on the raised areas, thereby emphasizing grades.



Outdoor dining porch has a solid concrete floor making firm base for furniture. Tree can survive raised level of terrace because of sandiness of fill and openness in the broken concrete paving.

The Girard Story *concluded*

The Play of Free Taste

To be conscious of the varied beauty of nature's living forms, her free composition, is to exercise personal and creative expression in your home

TWO PHOTOGRAPHS BY MAYNARD PARKER



Free taste gave unique beauty to this wall (opposite).

In a way, everything in the previous twenty-odd pages of the story of the Girards was preparation for the picture of their wall, which is not only a climax to their house, but a climax to our story.

But let's clear the air so we can take a good look at The Wall. First, the Girard house demonstrates the *principle* of free taste, which means that it suits them fine, whether or not it suits anyone else. Second, they gave their house *their* personality, which means it's an individual house for a very individual family and may not apply to any other family. (*There* is the fallacy of stock plans and why we do not recommend them.)

Individuality is a muscle; you have to exercise it. And like all muscles, it might be stiff and clumsy in the beginning, but there is sheer pleasure in the exercise of it. You start with consciousness of yourself as an individual. Oddly enough, at the same time, you start with awareness of what is *not* you, whether it is other people or other things. You delight in the differences. But you also delight in the similarities. The truth is you delight in *awareness*. That is fundamentally what the ancient Greek philosophers meant when they said, "Knowledge is pleasure." It is the pleasure of playing your mind against the world, which is vaguely comparable to the pleasure of playing golf against the par of a course.

You see beauty where once you passed it by. You acquire what Santayana called "immediate joy in the obvious." You note the rain needling the earth, the naked structure of desert mountains. You become one with William Blake and learn

To see the world in a grain of sand,
And a heaven in a wild flower;
Hold infinity in the palm of your hand,
And eternity in an hour.

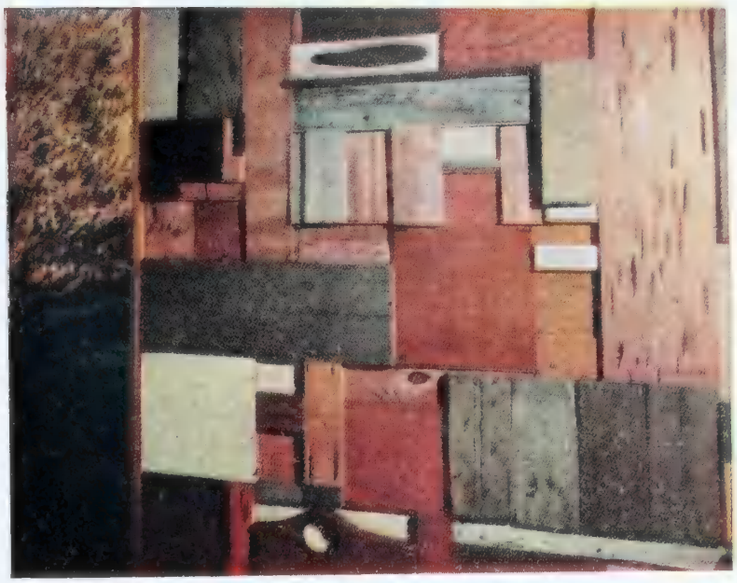
And you bring beauty into your own home and your daily life. It is a special beauty with meaning meant for you, which, like the work of an artist, might have universal meaning. But it doesn't matter; you are your own public, certainly in your own home.

Awareness and individuality, such as this, led to the exercise of personal and creative expression in the Girard house, as it can in any house. It is, we believe, the significance of the Girard story, as The Wall is the symbol of their art of homemaking.

For years Alexander Girard has been collecting bits of textured wood: hinged boards from a chicken-coop and an old barn, driftwood from Jamestown, the seat of an old swing, odds and ends of furniture. They had beauty in themselves for him. Then (*Please turn to page* 118)



PHOTOGRAPH BY DEARSTYNE



If you are aware of the free play of textures and forms and colors in the world around you, as in the fine photograph above, then you can see beauty in old boards and driftwood, as Alexander Girard did. He composed the odd pieces of wood he has been collecting for years into an exciting, abstract pattern which he nailed, piece by piece, to the bare wall of his outdoor porch, thus making it lively, personal art.

PHOTOGRAPH BY EZRA STOLLER





First step to being yourself

How you can achieve personal culture and individuality in the world of today

By Roy D. McMullen

In our democracy the phrase "arbiter of taste" provokes snickers. We hold it to be self-evident that every American is free to develop and use his own powers of discrimination. Yet there is in all of us a strange timidity about exercising this inalienable cultural right.

Why don't we take over our inheritance? I think most of us lack method rather than doctrine. We do not doubt that we can learn to lead less undistinguished lives. But how? What should be our first step toward a genuinely personal culture? More specifically, how can we begin to acquire the kind of independent judgment in the fine and applied arts which will save us from the degradation of snobbery and from the vacuity of "mass" culture?

The question is not academic. We answer it every time we buy a record or open a book, every time we set the table. We may, therefore, find it useful to sort out our answers. We shall not agree about everything, but then we shouldn't. Disputes generate definitions, and in a time of cultural opportunity like the American present there is much to be said for defining what we are doing.

Now all our formulas for better living really come down to two: We can try to *deepen* our esthetic experience, or we can try to *broaden* it. We can immerse ourselves or we can set sail. Of course the choice is partly one of emphasis, and in theory one approach does not rule out the other. But it often does in practice.

If, for instance, we decide to sharpen our appreciation of the French Impressionists, we have to choose, as a first step, between a close study of a few paintings and an exploration of a relatively large number. Between an *intensive* and an *extensive* system of cultivation.

Which system should we adopt?

I vote for the extensive. The intention of these paragraphs is to suggest that one can try too hard, wait too long to be vouchsafed a revelation by an individual work of art. I am a little weary of being told about those wonderful Japanese, who isolate a vase and watch it until it yields its secret. What if it hasn't one? Besides, I suspect that that practice is as unsuitable to the American scene, the American promise, and the impudent, restless, expansive American temper as terraced plots would be on our Great Plains.

We are talking, remember, about refining our tastes. A number of years ago the explorer Vilhjalmur Stefansson, exasperated by the salad fashion, set out to prove that man can live on meat alone. I have forgotten the physiological results of the experiment, but I recall the esthetic: At the end of six months Mr. Stefansson (*Please turn to page* 130)

OTOGRAPH BY MAYNARD PARKER

The first step should begin at home

Free taste, the first step toward being yourself and having personal culture, is beautifully apparent in the bedroom at left. The owner obviously creamed the world freely and fully, with home as the center of her interest. There is dramatic contrast in the rough-textured carpet and draperies, both India silk imported by J. Lowell Groves, and the fine Italian Fortuny upholstery on sofas and beds, courtesy of Elsie McNeil, Inc. Hans Wegner's Danish chair, a Finnish table, imported by Watson & Boaler, and an antique Louis XV reading table combine the best of the old world and the new. Columbia Mills basswood Lattiswood draperies filter light by day, two modern pin-up lamps by Ledlin Co. and Italian lamp produce it at night. Crowel painting over bed courtesy of Ferargil Galleries. (For complete details turn to page 134)

A BETTER WAY TO



Frying-pan cookery requires a tight lid, as the moisture from lettuce leaves does not escape.



The smaller the size of the pieces, the shorter the cooking time. All must be the same size.



REPRINTED BY POPULAR REQUEST

COOK VEGETABLES

EDITOR'S NOTE: *Two years of recipe development and experimentation have gone into these gourmet recipes for cooking the 15 commonest vegetables. They embody the most advanced principles of waterless cooking, enabling you to keep all the water-soluble nutrients plus the flavor. We believe you will find them the best vegetable recipes you have ever met.*

By Virginia Stanton



A year ago this article started a revolution in vegetable cookery. So many people have asked for extra copies to give their friends, that we are reprinting it.

If you consider vegetables a lowly food but a necessary evil—something to eat because they are good for you—I'd like to invite you to try vegetables cooked my way. Then see what you think. If vegetables are cooked right, and seasoned with understanding and imagination, they can be as interesting and successful as the meat and the dessert.

In France, where vegetables are treated with the esteem and respect they deserve, they are given a separate place of honor in the menu, appearing as a separate course. But I go the French one better. My vegetables are so well liked that I often serve them as a first course. For if you can get them at the peak of their perfection and cook them simply with love and care, in the manner I will describe, they can be important enough to feature as a first course.

My vegetable cookery is so simple I am amazed that I (and everyone else) did not tumble to it long ago. Maybe it is because we didn't realize how important it is not to leach out all their flavor and vitamins into the cooking water.

I can simplify the principles very easily, even though I give you exact recipes later on.

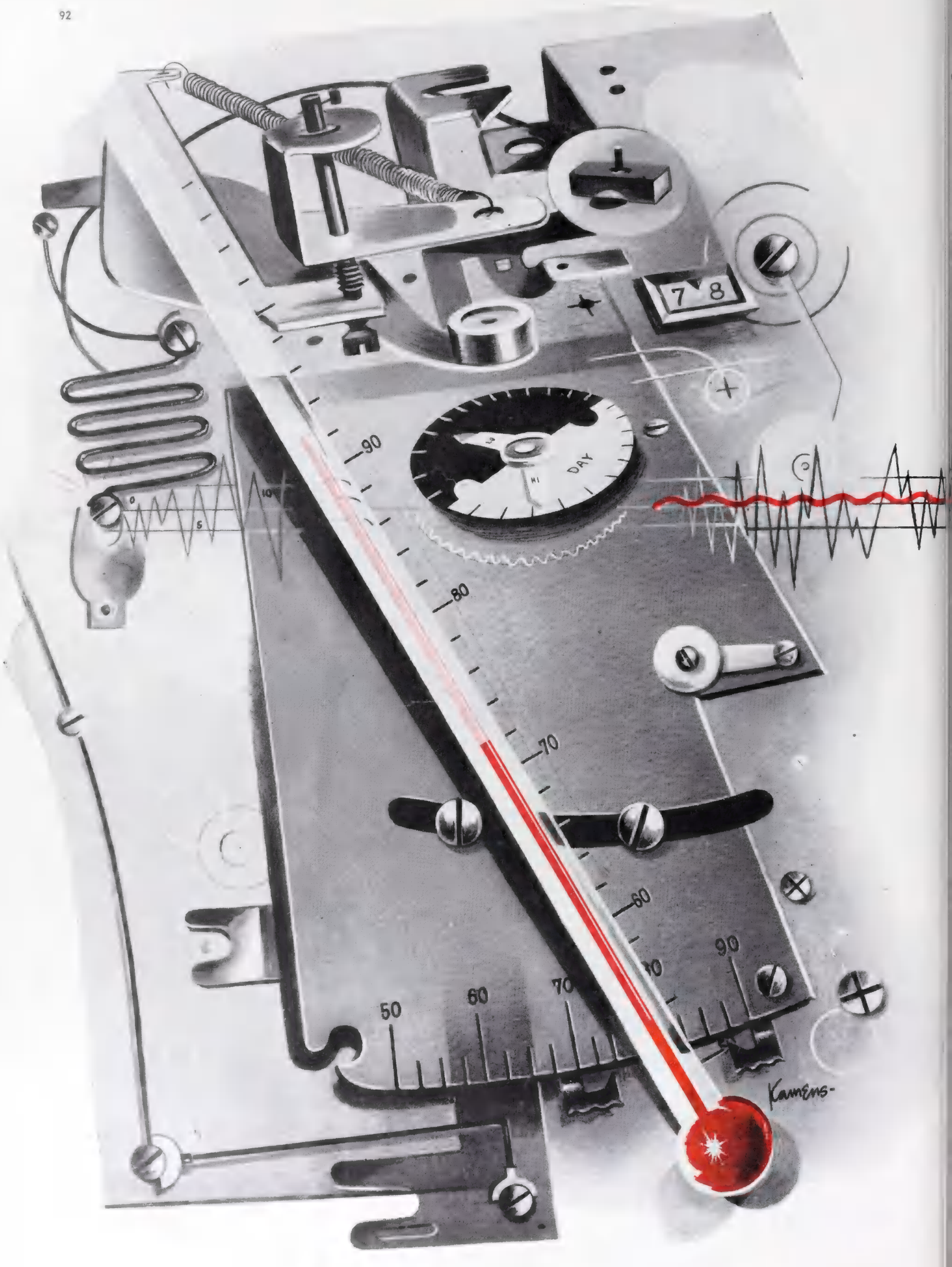
1. It is waterless, or almost waterless cooking. I use very little water or none at all, depending on how watery the vegetable itself is. If I use no water, I add a few lettuce leaves, for the heat brings out the moisture in the lettuce and creates the necessary steam. But the object is to end up the cooking period with no water at all in the pan.

2. It is frying-pan cookery—a tightly covered frying pan. For in a frying pan your vegetables can all get equally close to the heat. (In a taller sauce pan some at the bottom would be cooked before the top ones were changed by the heat.)

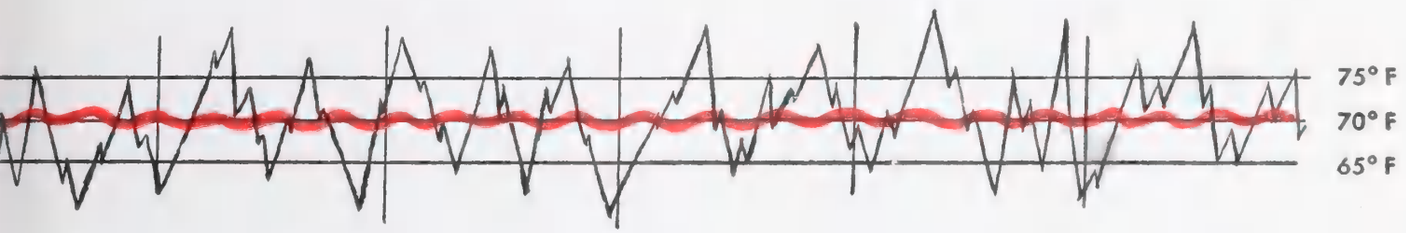
3. It uses butter (or olive oil) as a medium of cooking, rather than adding it later as a seasoning. This keeps the vegetables from sticking or scorching before the steam starts to accumulate. The French and the Chinese both know that butter (or oil) is a fine way to bring out the natural flavors in vegetables.

4. My method requires that the vegetables be broken up, or cut up, into small equal-size pieces, so every part cooks equally fast with every other part. The big parts, like the thick stems of broccoli or the head of a cauliflower, should be broken or cut so they are the size of the smallest piece. This is an important key to eliminating overcooking, for no part should get done before any other. More of this later in the recipes.

All the best authorities, including Dr. Natalie Fitch of Teachers College, Columbia University. (*Please turn to page* 146)


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The Brain on your living-room wall



By Wolfgang Langewiesche

Don't read this: if you never fiddle with your thermostat,

if you never ask, "Why doesn't the heat come on?"

if you never have family arguments about where to set the thermostat.

But if you are like most people, read this and find out what's what in thermostats, and what's new.

Excuse me, Sir or Madam. This is really no way to bring the subject up, as if you were interested only in what makes you comfortable. The *really* interesting thing about a thermostat in 1953 is not what it does for you; it's what it *is*. A thermostat is a Thinking Machine.

And thinking machines are now much the thing; they have just begun to come into their own, and are going to do terrific things in war and peace.

It's really quite embarrassing. It now turns out that a thinking machine can do things which people were especially proud of doing, like piloting an airplane, and do it better. A lot of what people thought was fancy thinking turns out to be very plain thinking, purely mechanical! The thing is brand new, but is going to revolutionize our civilization, perhaps more so than the invention of flying did, or atomic energy is doing. A whole new branch of engineering, Cybernetics, deals with such machines. Half our best engineering brains are working in this field.

Thinking machines can

—predict elections.
—play chess.
—fly an airplane down a radio beam to a blind landing in fog.
—aim a gun at a spot where an enemy airplane is going to be by the time the shell gets there.
—keep you under anesthetic safely and accurately for surgery.
—make some of a factory manager's most important decisions.
—perform engineering calculations.
—control machine tools.
—practically run a refinery, a chemical plant.
—solve mathematical problems which would take generations of mathematicians to figure out.

(Please turn the page)

The Brain on your living room wall *continued*

As a result, thinking people in all fields are interested in thinking machines. The military are interested, because what is called "Push-Button Warfare" is of course really "Thinking-Machine Warfare": A thinking machine guides a rocket that seeks to destroy a missile piloted by another thinking machine. Executives are interested because thinking machines promise more accurate control of many industrial processes and may revolutionize chemical plants especially. Intellectuals are interested because machines now threaten to compete with them: People talk seriously of the mechanical library researcher, even the mechanical translator! And philosophers are interested because the thinking machine raises an interesting question: If machines can think, then what has Man got that is so special?

It so happens that the classic example of the thinking machine is the thermostat. It's one of the first ever to come into practical use, one of the simplest. It's not chance that a firm famous for thermostats is even more famous for automatic airplane pilots. Keeping an airplane "on the beam" and keeping your heat at 70° are really, at bottom, the same sort of job. A thermostat doesn't think about much, admittedly. But it does think; and the method by which it thinks is the same as that of its fancier cousins. The fact is, if your thermostat were not in your house but were suitably displayed in a Museum of Science and Industry, you'd take the children there some Sunday afternoon to watch that amazing thinking machine think.

How does it think?

Well, how would *you* think? Suppose you had no thermostat, but only a switch for your furnace. You are going to turn the heat on and off as you see fit. What would go on in your mind?

It seems very simple at first glance. When you are cold, you turn on the furnace; when you are warm enough, you turn it off. What else is there to it?

Well, you'd soon find out. With most types of heating plant, it takes a while for the heat to come up after you turn it on; and you keep getting heat out of the system after you shut the fire off. So, you would have to think ahead and not wait till you are really cold or till you are really warm. That would take a little judgment, attention. You would keep forgetting and get squawks from the family. Also, you would come in from outside and claim the house was too hot, and get squawks again. And finally, some day you would forget altogether and leave the house with the furnace off, and freeze all the pipes. That's why you need a thermostat.

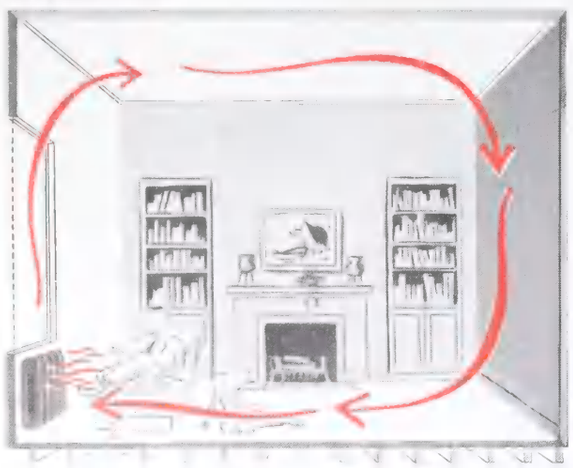
And it is the same story in industry, in war, in flying, at sea: The human operator is not as good as he thinks he is! He dopes off. He forgets. He gets excited, and "over-controls." Maybe he's afraid, or eager, or angry, or in a hurry, and that affects his judgment. Maybe a pretty girl comes by, and he finds he's got more important things to do than this kind of low-grade routine thinking. In industry, too, for many jobs, what is needed is the impersonal, untiring, staring attention of a machine.

It doesn't seem very difficult to design a furnace-tending brain. You take some sort of thermometer, and make it push a button. When it gets warm enough, it pushes the "off" button, when it gets cold enough, the "on" button.

This would be a thermostat all right. And it would think. Its thinking would be in three steps: 1) it notices something; 2) it does something about it; and, most important, 3) it observes the results, and does something about them. That's thinking.

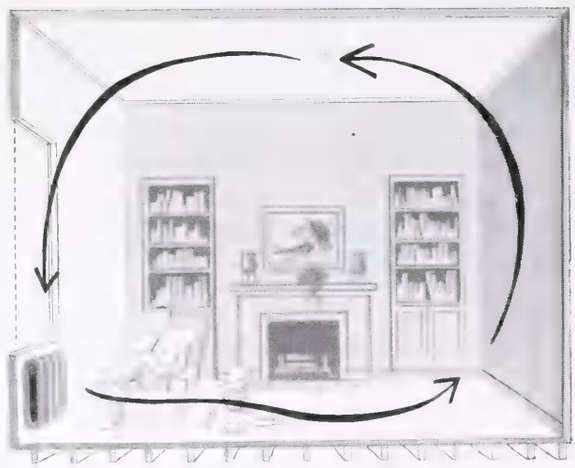
Only trouble—the thinking wouldn't be good enough. This artificial brain would be too simple even for the simple job of tending furnace. In the first place, it would be too slow on the uptake. The thermometer inside a typical ordinary thermostat consists of a sort of tongue of two metals. It bends one way when it gets warm, the other

"WARM 70°"



In a "warm 70", people are in warm air stream; radiant heat from radiator offsets chilling effect of glass.

"COLD 70°"



In a "cold 70" (right), air current is reversed, radiator is cold and people are chilled by cold-radiation to glass. Comfort conditions are different even though air temperature may remain same in both cases.

way when it gets cold. The tip of this tongue makes and breaks the contact that turns the furnace on and off. But that's a lot of metal to warm up and cool off. By the time the room comes up to 70°, the metal tongue is still only, say, 68°; by the time the metal tongue is 70°, the room is 73°! So the "brain" would be always half a step behind the facts.

In the second place, this brain could not think ahead. It could not take into account the heat that comes out of the system after the fire is out; nor the time it takes for the system to warm up after the fire is on. So you may have designed your brain to click in at 69° and click out at 71°. But just the same, it lets the room go from, say, 65° to, say, 75°. And that (as will be explained later) is even less comfortable than it sounds.

They had exactly the same trouble with other early thinking machines. When they first hitched up a compass with the rudder of a ship or of an airplane, and tried to make the compass do the steering, the same thing happened. Instead of going straight, the ship or airplane got to wobbling worse and worse. And the same thing happens also when a student pilot first tries to fly an airplane blind along a radio beam. His *brain, too, is not nimble enough. He notices things too late; he does not anticipate enough what's going to happen.*

Could the engineers sharpen up the dim robot brain? They could. In the case of the thermostat, the trick was childishly simple (once somebody tells you). Right in the thermostat, next to the temperature-sensitive metal tongue, they put a tiny electric heating coil. When the thermostat turns the heat on for the house, it also, at the same time, through the same switch, turns on that heating coil. So it soon "feels" that the furnace is on. It "thinks" about the heat that will presently come up! It says, "It makes me feel warm just thinking about the fire being on down stairs." And it turns the heat off before the room has quite reached 70°. The room then comes up to the full 70°, or maybe 71°, on the heat that keeps coming out of the hot radiators (or ducts) after the fire is out. And as the thermostat turns the furnace off, it also turns off this small heating coil. So, presently it "feels" much colder than it did. It "thinks": "The fire is out now. I feel cold just thinking about it!" And it is ready to snap the heat on again that much sooner.

This trick—the "feedback" of information by which the thinking machine "knows what it is doing"—this trick is what has sharpened the mechanical brain to a point where it becomes capable of doing simple control jobs. It can't land an airplane blind, but it can now fly an airplane straight and level in the air. You find such a "feedback" wherever a mechanical brain is in control. In automatic pilots, just as in thermostats, there is a "feedback" by which the robot brain knows what the ship is doing. One instrument signals: "Your left wing is down a little; pick it up." The robot thereupon turns the control wheel. The wing, of course, does not come up instantly; that takes time, maybe two, three seconds. But a "feedback" says: "Now that you have turned the wheel in response to the first signal, relax. Disregard further signals that the wing is down. True, it is still *down, but it's coming up right now and will be level in a second. Relax." So the robot relaxes and the wings come level smoothly. It is a crude, wooden-soldier sort of imitation of the human pilot's mental processes, but it works.*

Still, as you know, thermostats often do a poor job. It may be a fine job of thinking, but the fact remains that it leaves you often a little cold. Why is that?

Here now we must analyze not the thinking machine itself, but the job it has to do: the maintenance of comfort in a room. The kind of thermostat we have described can keep the temperature within about two degrees, say between 70 and 72 degrees. You'd think this should be good enough for comfort. The human being isn't *that* much of a hot-house flower! But you know it isn't good enough. Why is so small a temperature-difference so uncomfortable?

The answer is wrapped up in a trade expression of the heating trade: the "cold 70." Your room at some given moment may be 70°, and the thermometer may prove it, but the question is: is it a "cold 70" or a "warm 70"? Look at the illustration on page 94. (It shows hot-water or steam heat; but the story would be quite similar with warm-air heat.) In a "warm 70," the radiator is hot; air circulation is such that people are in a warm stream. Half an hour later, in a "cold 70," the radiators are cold. The air current in the room has turned around. People are in the cold stream that comes from the window. In the "warm 70," you have also the heat-radiation from the hot radiator; in the "cold 70," you have only the cold radiation from the cold window panes. So, the thermometer reads the same but the comfort conditions are quite different. A "cold 70" feels more like 65°. This is why some families start the day with the thermostat set at 70° and finish with it set at 73°. The cooling-off periods are too long for comfort, someone gets tired of waiting for the heat and goes over and turns the dial up till it clicks on. Fact of the matter is—and this is a different way of saying the same thing—the temperature in the room is only half the story of comfort. The other half is whether, at a given moment, the heat is on or off. With the heat on, the room feels warmer than it is. With the heat off, it feels much colder than it is.

Because of this "cold 70" effect, we can say (it's unscientific, but we know what we mean): "A change of one degree in room temperature is a change of two or three degrees in comfort." It's, therefore, not sissy and spoiled and hot-house flowery, but intelligent and common sense to ask: Can't they build a thermostat that will keep the temperature nailed down?

(*Please turn to page* 121)

The mix-or-match idea grows

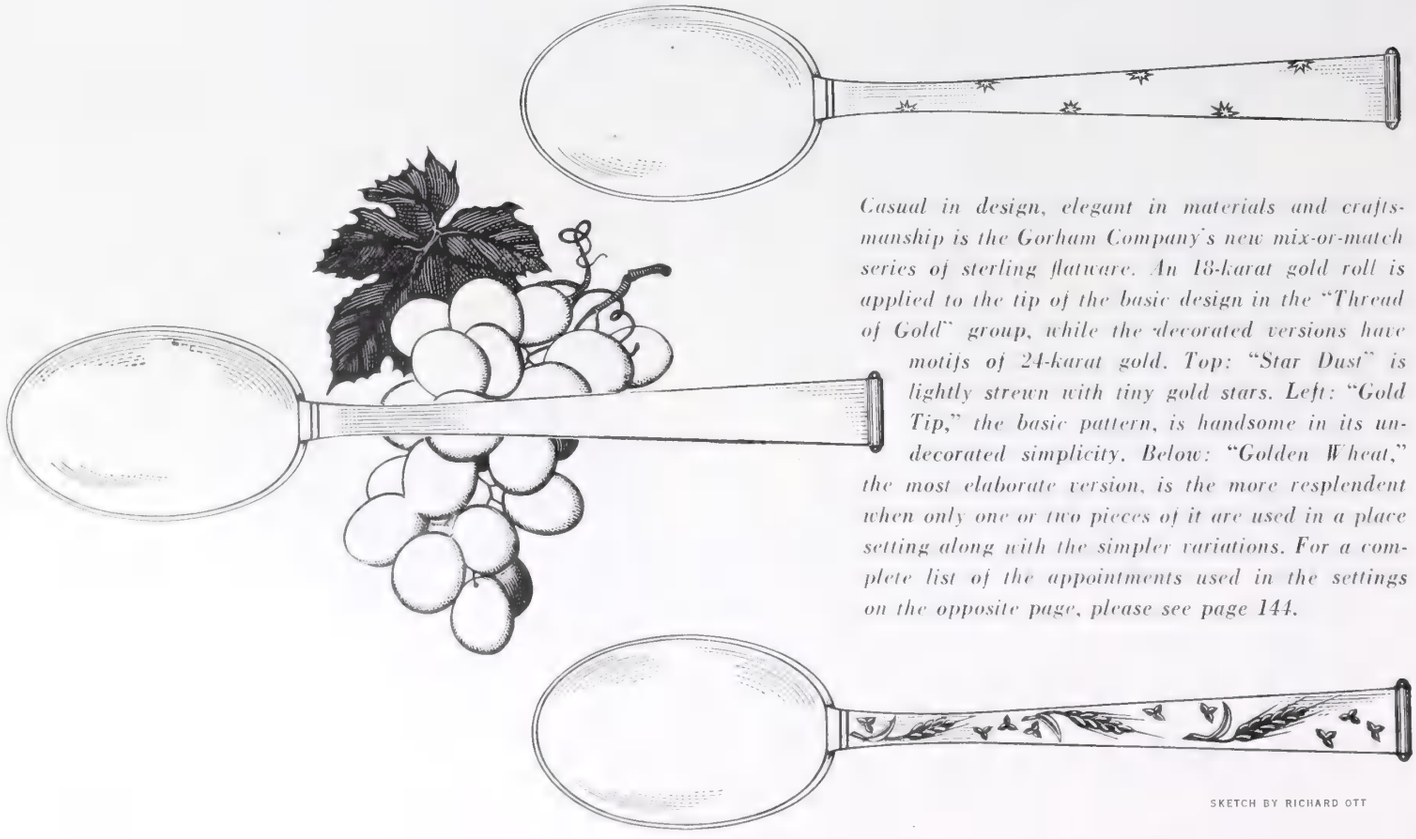
By Frances Heard

If you still have a lingering notion that the mix-or-match idea in table setting is a makeshift for the ill-equipped, here's proof you're mistaken. One of the newest and most luxurious patterns in sterling flatware is now available in several different versions designed to be combined or alternated as you please.

But you'd be missing the big point of this new freedom from monotony unless you followed suit with your china and stemware. You can do this half-a-dozen different ways: by using patterned plates for one course, plain for the next; by combining dishes of the same pattern but varying the colors; or by selecting different patterns but colors that follow each other pleasantly like those in the settings opposite.

A simple, classic design is nice for the solid fare of the main course. Contrast it with a crisp modern pattern for the salad. (The modern coupe shape is an especially happy choice since it makes salad-eating easier.) For dessert, you might pick something in a gayer, more decorative vein in keeping with the sweet fluff that ends the meal.

Casual as the results may seem, they rarely happen by accident. First, it takes the free play of your creative imagination when you're shopping. Stock your china cupboard with a rich variety that harmonizes yet suggests endless different combinations. Then make the setting for each meal a chance to create something new.



Casual in design, elegant in materials and craftsmanship is the Gorham Company's new mix-or-match series of sterling flatware. An 18-karat gold roll is applied to the tip of the basic design in the "Thread of Gold" group, while the decorated versions have motifs of 24-karat gold. Top: "Star Dust" is lightly strewn with tiny gold stars. Left: "Gold Tip," the basic pattern, is handsome in its undecorated simplicity. Below: "Golden Wheat," the most elaborate version, is the more resplendent when only one or two pieces of it are used in a place setting along with the simpler variations. For a complete list of the appointments used in the settings on the opposite page, *please see page 144.*

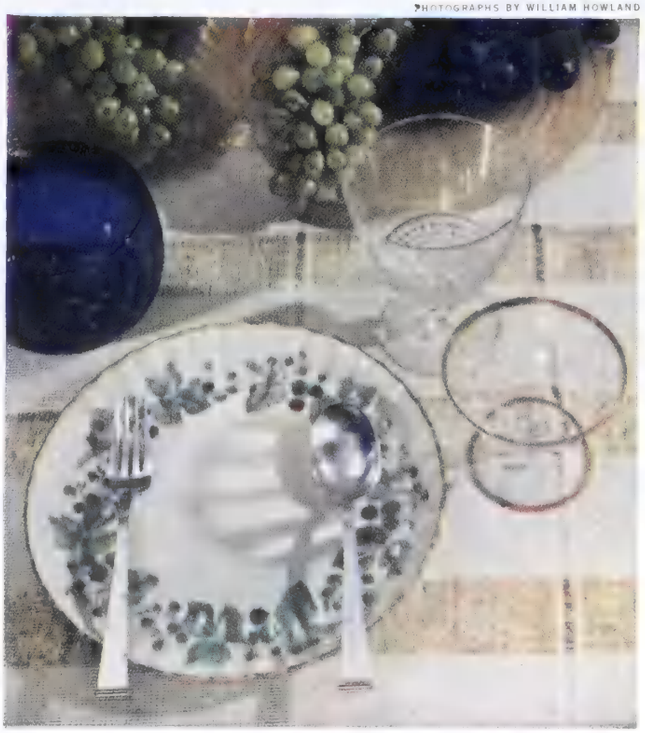
SKETCH BY RICHARD OTT

1. For the main course: dinner and butter plates of Rosenthal china in "Dignity" pattern.

PHOTOGRAPHS BY WILLIAM HOWLAND



2. For salad: Arzberg's "Roulette," courtesy Saks-Fifth Ave.



3. For dessert: fluted plate in Royal Worcester's "Lavina."



Plastics – latest comer to the fine arts

In House Beautiful's Pace Setter house the master suite glows with a strange and lovely light, as if the day shimmered down through a misty roof of ivy and raindrops. In the dining room a bowl seems to encase a swirl of liquid copper, dimpled and iridescent and flecked with gold dust. This is strange new beauty, never known before. Yet it's just a hint of the esthetic richnesses that plastics can bring to daily living. And it should certainly give pause to the prejudiced who would relegate all plastics to the back of the house.

For the artists have looked without bias at the stuff that kitchen bowls are made of. In shower curtains, telephones, and frozen food wraps they have seen not utility but new plays of light, luminous color, endless possibilities of form, texture, and pattern. What the artists have discovered is a whole new medium of creative expression. And when that happens to any material, you may be sure that it has truly arrived.



Works of art in the Pace Setter house: Emile Norman's skylight panels of ivy laminated between cellulose acetate; Zahara Schatz's abstractions of leaves and metals "frozen" in acrylic bowl and plates like those she exhibits at the Bertha Schaefer Gallery.

Let's get parked cars off the street

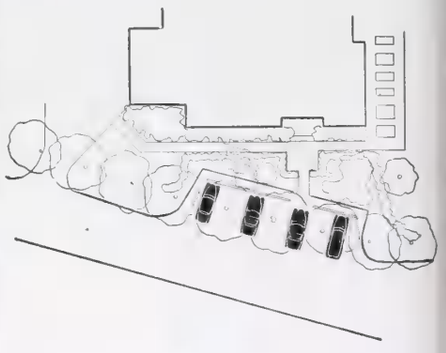
Here are thirteen different ways you can add off-the-street parking space to your own house by utilizing a useless front yard

Most houses today have two problems: inadequate parking space for their own and visitors' cars, and a useless front yard required by ancient zoning regulations which demand a 40-foot set-back. Where such is the situation, it is possible to solve the first problem by considering the second. Study the unused areas in front of your house and you'll find that it isn't as difficult as it first seems to find extra parking space. No prized trees have to be chopped down and the cost can be far below what you pay for the crumpled fenders of your street-parked car or for a tax assessment to widen the road in front of your house. One of the thirteen solutions on these and following pages might be exactly what you are looking for.

2 PHOTOGRAPHS BY FRED LYON

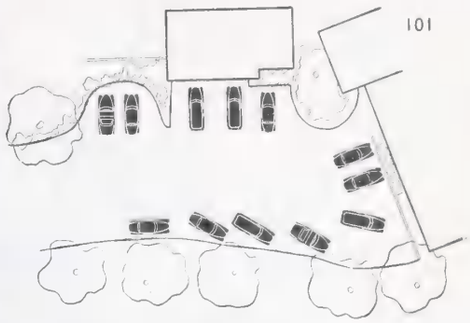


All gardens designed by ***Thomas Church,*** *unless otherwise noted.*



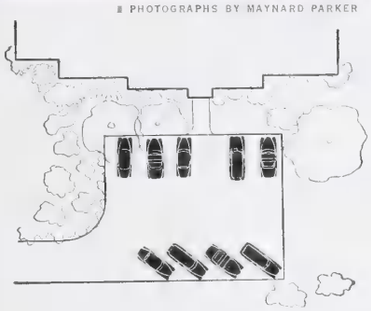
If you pave head-in parking space at the street line, you'll have the cheapest off-the-street area with the least bad effect on your garden design. It's also a good way to cut upkeep on the waste ground required between the curb and the house by most of our outdated zoning regulations. Where space is limited in depth, try parking at an angle.





The whole entrance can be paved for parking without its looking too bare if you pave over the contours of the land, making it appear like a rolling lawn instead of a flat driveway. Thus paving can flow right up to the door.

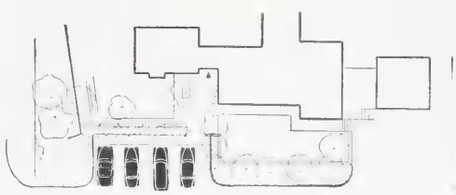
PHOTOGRAPHS BY MAYNARD PARKER



Converting your front lawn into parking space is often the only practical way to get such space in an established landscape design. The surface here is crushed bluestone spread two inches deep and made compact by rolling. This low-cost surface kills glare, prevents skidding, and dries quickly. Landscape architects: Innocenti & Webel.







Street parking near a corner is particularly dangerous to car and traffic. Head-in parking space was arranged for this corner lot. Note how the whole parking space is curbed in order to confine car wheels and water from the pavement to the hard-surfaced area. Note also that a path was laid in front of parked cars to keep people from walking back of cars.

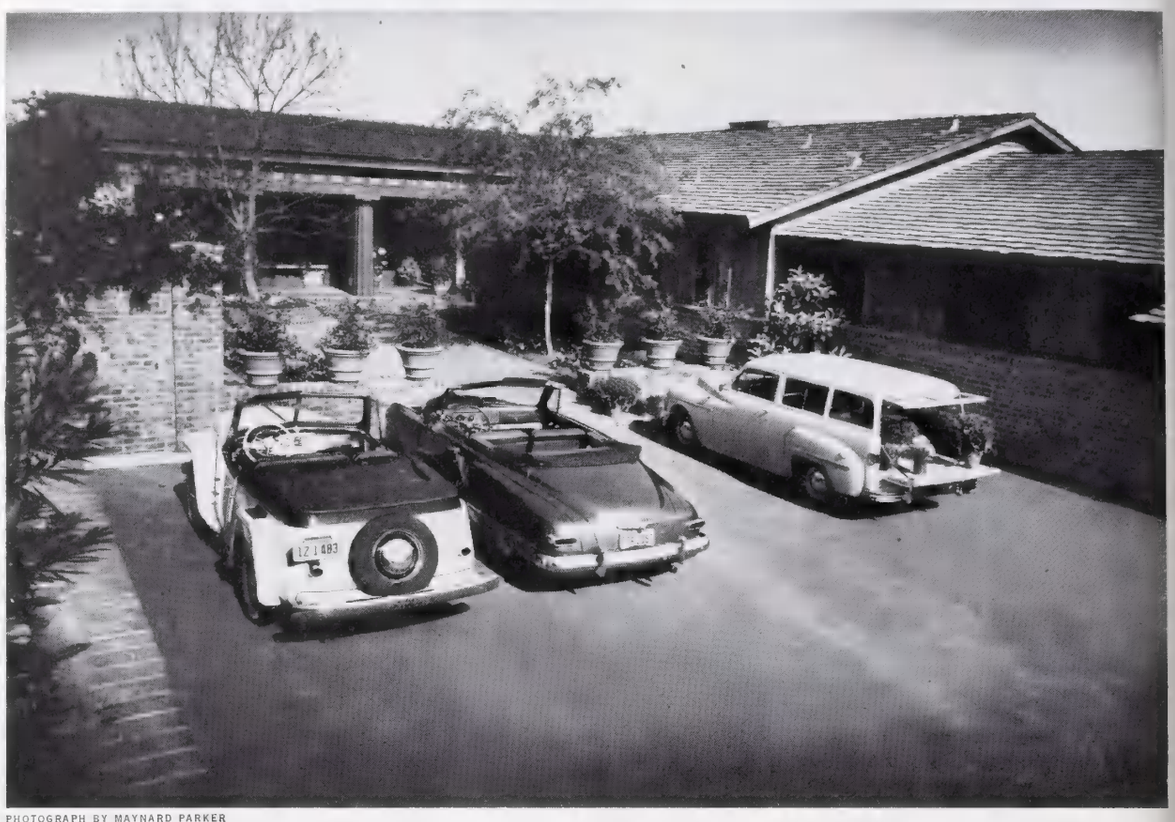
Please turn the page

Let's get parked cars off the street *continued*



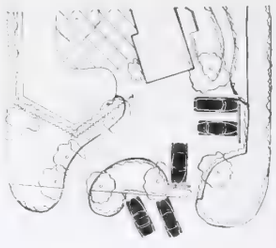
DRAWINGS BY SIGMAN-WARD

Cars should be able to park near the front door yet not be too conspicuous from the house. In this design by Edward Huntsman-Trout, landscape architect, both objectives are attained by taking advantage of the raised position of the house and by using heavy screen of potted plants on the porch terrace, in front of cars.



PHOTOGRAPH BY MAYNARD PARKER

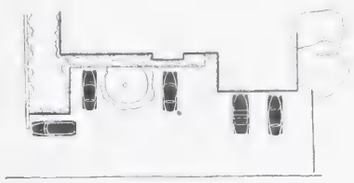




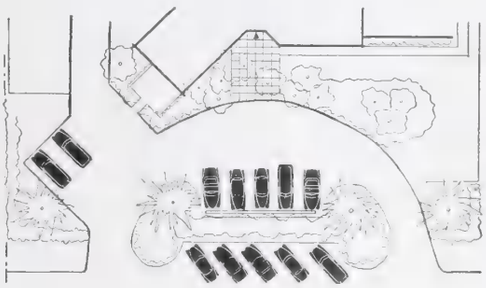
Here's a way to get parking space in your front yard plus an overflow area out at the street line for big-party affairs. English ivy on the chain-link fence serves as both ground cover and screen. Note how gutter strip defines privacy of your parking area.



PHOTOGRAPH BY PHOTOGRAPHY, INC.



In cold climates radiant heating coils keep parking area snow-free, as in this Denver home of architect Burnham Hoyt. Installation and upkeep costs can be kept surprisingly low if the parking area (left) is close to the boiler.



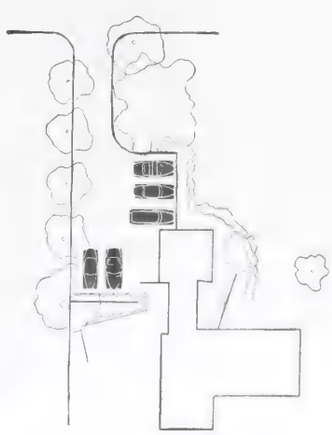
Here is a parking area that provides space for 12 cars, and any one of them can pull out without disturbing any other. It is a much more practical design than the old semi-circle driveway that gets blocked solid after the arrival of the first few cars. (Right)



More parking solutions on pages 157-158

3 PHOTOGRAPHS BY FRED LYON



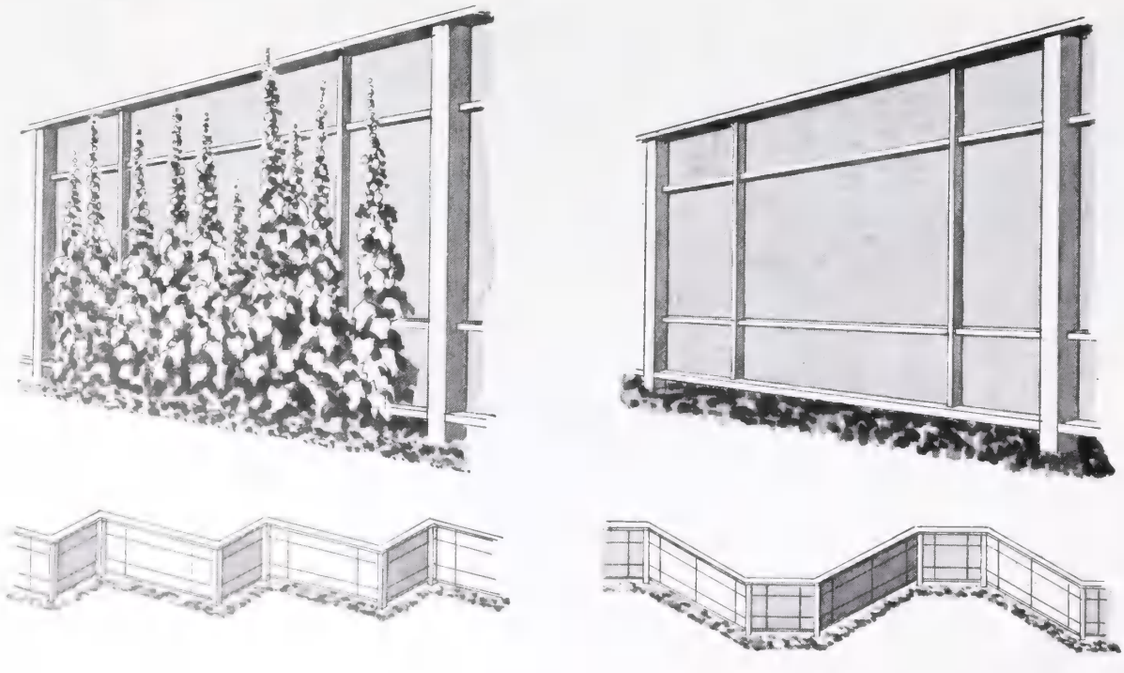


If you have a long entrance driveway, you need to pave an extra strip only twenty by thirty feet to get enough head-in space for three additional cars. Here hedge hides paving from street and helps make cars less conspicuous.

Some plants need a STAGE SETTING

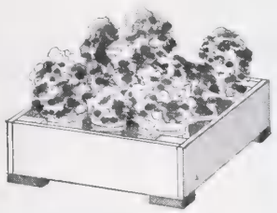
By Dr. Joseph E. Howland

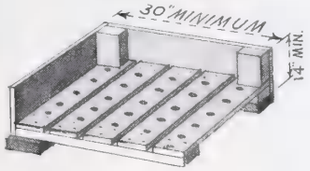
There is more to gardening—or even a flower show—than the flower at the end of a stalk. A garden should be the permanent stage for the drama of the seasons. It should offer interest whether your plants are in or out of blossom. Some spectacular flowers grow on thin, scrawny plants, so these plants need an exciting backdrop, or they will be decidedly unwelcome when they are in their barren periods. Others must be massed in huge groups to make a showing, set upon a bed of sand, draped over rocks, reflected from a pool, or played against each other like antagonists in a well-made play. This is creative gardening and calls for showmanship.



For tall, thin plants

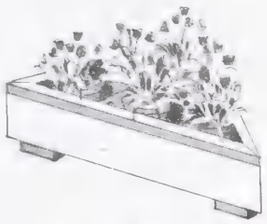
Spire-like plants count for little in the garden until you display them against a solid background. Design and color of the latter can add winter interest to your garden. No need to keep background panels in a straight line. Try setups like those sketched. Reserve shady sides for shade plants, sunny sides for sun.

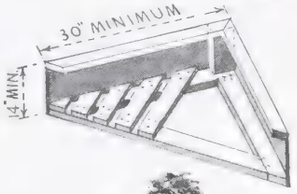


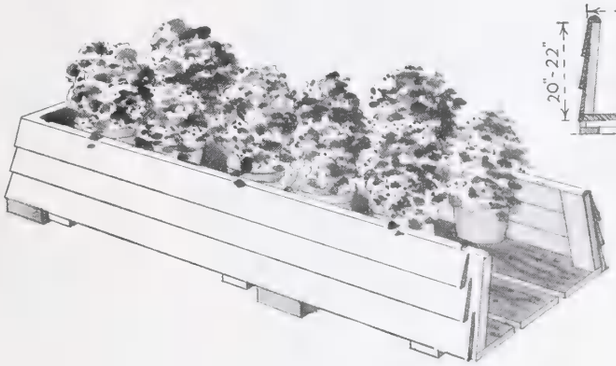


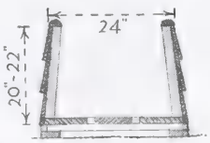
Drama from mass displays

Massing small plants makes them dramatic. Keep your garden truly seasonal: Change displays as one kind of flower fades and another comes into bloom. Leave the plants in their pots; merely slip these into the larger container. Wooden containers are easy to build; cinder blocks are laid up dry.
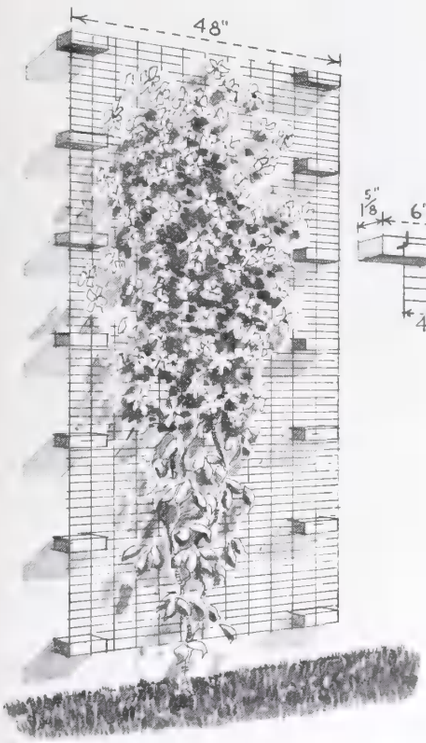








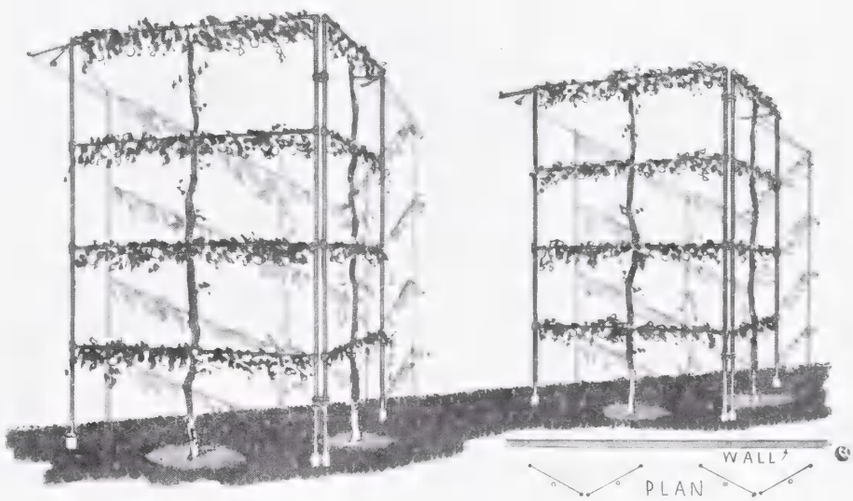


SKETCHES BY GERALD GEERLINGS



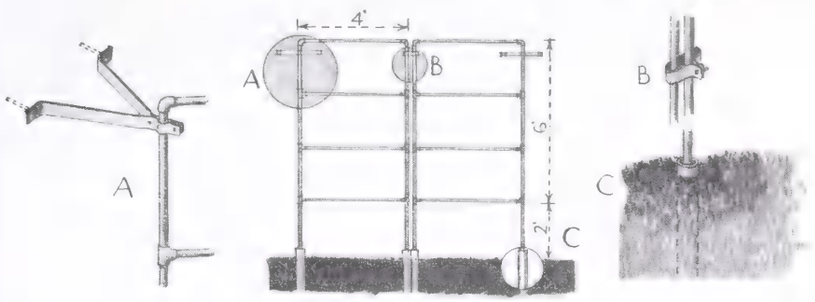
The spectacular clematis

Clematis bursts into 5" blooms in midsummer, but for the rest of the year is nondescript, so it needs a handsome trellis (here 1" x 4" steel fencing).



Espaliered coverings for blank walls

Espaliered plants make wonderful covers for blank walls, but they suffer from reflected heat—and repainting the wall is almost impossible. Both problems are overcome by this decorative, simple-to-build pipe support which keeps the plants out from the wall.



For more about these stage settings please turn to page 154

How to be yourself in a crowd

Here is the answer to the greatest problem of our time: how to be one in a thousand, how you can have a rich, colorful life in a poor situation

BEFORE



The story of Floyd Gerow's garden has many possible titles: "Don't surrender, even if you are surrounded." "E pluribus unum or How to be *one* in a million." "Every home is an island —discover it." "Cultivate yourself, cultivate your garden," and finally "Are you keeping *down* with the Joneses?"

All these ideas are involved in the story of one man's back yard—an ordinary, unfenced, little plot that is now an extraordinary symbol of how beauty and personality can be achieved even in a run-of-the-mill neighborhood, if you make the most out of what you have, especially yourself.

For twenty years Floyd Gerow, a contractor for landscape architect Thomas Church, has been doing gardens for other people. Two years ago he bought a small $10.000 house for himself and his wife. The house was no better than most G.I. houses in the standard, low-cost subdivision. And the "garden" that went with the place seemed to add nothing. You can see what it looked like in the photograph immediately to the left.

Today, when you walk through Gerow's (*Please turn the page*)

AFTER



The house Floyd Gerow bought was like thousands of other G.I. houses, ordinary looking, on a small piece of unfenced, uncultivated ground, just another in a series of $10.000 houses. But Gerow became *one* in a thousand by cultivating his garden according to a landscape architect's plan. He enclosed his plot, paved terraces, built an arbor, and made himself a private estate.

PHOTOGRAPH BY MAYNARD PARKER



Garden designed by
Thomas Church
Landscape architect

PHOTOGRAPHS BY MAYNARD PARKER



This glamorous back yard was once an ordinary city lot, flat, small, without character. You can see what it looked like on the opposite page. Out of this Floyd Gerow constructed a veritable private kingdom that many a wealthier man might envy. Its well-designed wooden fences give it the exclusiveness of a great estate. Wide stretches of concrete terrace add badly needed outdoor living space, and the clusters of bright flowers bring color and richness to the little Gerow house.

There were no shade trees on this piece of property and the back of the house, shown here, faced the hot western sun. Only solution was to build an artificial tree, a wooden trellis that would offer shade for outdoor eating and living, and also a place from which to hang pots of flowers. It was Gerow's ability to face up to the problems of such a situation that led to their clear-cut solution with the fresh beauty and originality that characterize the private world of his garden.

Gerow's garden proves that homemaking can be an art if you can see the possibilities in even a poor situation. Here is what all great art attempts to do: achieve the maximum effect with the minimum means. Note the play of light and shadow, dark brown fence with light yellow accent.

ALL PHOTOGRAPHS BY RONDAL PARTRIDGE



Outdoor terraces give a little house outdoor dining and living space far more handsome than any indoor room could.



No worry here about a little bouquet of flowers for the table. And they're behind seat walls, out of the kids' way.



Fences can be beautiful and useful like this one which screens off the service area from the living area of the garden.

How to be yourself in a crowd *continued*

front gate and down the path alongside the house, his garden bursts upon your sight with beauty as unexpected as the walled gardens of Florence and Paris. Here, indeed, is a rich, private kingdom hidden behind a house whose only difference from other small houses in the same block is its street number. But already it is stimulating the neighbors to work the same miracle in their own back yards.

When the neighbors came to him for advice, Gerow offered this: "Go to a good landscape architect [he himself went to one of the best, Thomas Church] and buy yourself special plans for your own particular plot. They'll cost you money, but in the end they'll save you time and money, because everything you do in your garden will be done right and right from the beginning. Be sure to follow the plan you paid for, down to the last shrub—that way you'll get a garden that looks good and makes sense. If you can't afford a terrace, then wait until you've saved enough money. You won't regret it. It will give you the best-looking back yard you'll ever see. And you won't have to mow it all the time!"

Does such a garden cost money? It would take $3,000 to duplicate, so it isn't cheap. Was it worth it? Gerow and his wife certainly think so. "We practically live in the garden," they say, "and it's worth the price of a good car to us. We have what people drive for hours on Sunday to get: fresh air and sun and the smell of flowers." "Besides," Floyd adds happily, "when I do gardens for my millionaire clients, I can say to myself, 'I have everything you have, except money.' "

Of course it takes money to have a good garden, as it does to have a good house. But many people have spent much more than Gerow and achieved much less, because they failed to understand the principles of a good garden or a good house, because they did not appreciate the principles of good design. Good design is always the special solution for the special problem—it is never a fixed form imposed on no matter what situation. In working with Thomas Church, Floyd Gerow saw the principles of good design in operation and, what is more important, saw how they could be applied to his own drab lot. Together he and Church found the solution to his problem and Church designed the plan (on following page) out of which Gerow's garden grew—not the greatest, but beyond question one of the most significant gardens in America today.

And now the Gerows reap the harvest of their vision and temporary sacrifices. They dine like aristocrats in the furniture of nature and their little house has all the airs of a royal pavillion. The sun, as it filters through the arbor and the hanging plants, lights their table like a hundred candles. The dark brown fences with the bright yellow corner give them one of the rarest luxuries of our time, (*Please turn the page*)

BEFORE



AFTER



PHOTOGRAPHS BY MAYNARD PARKER

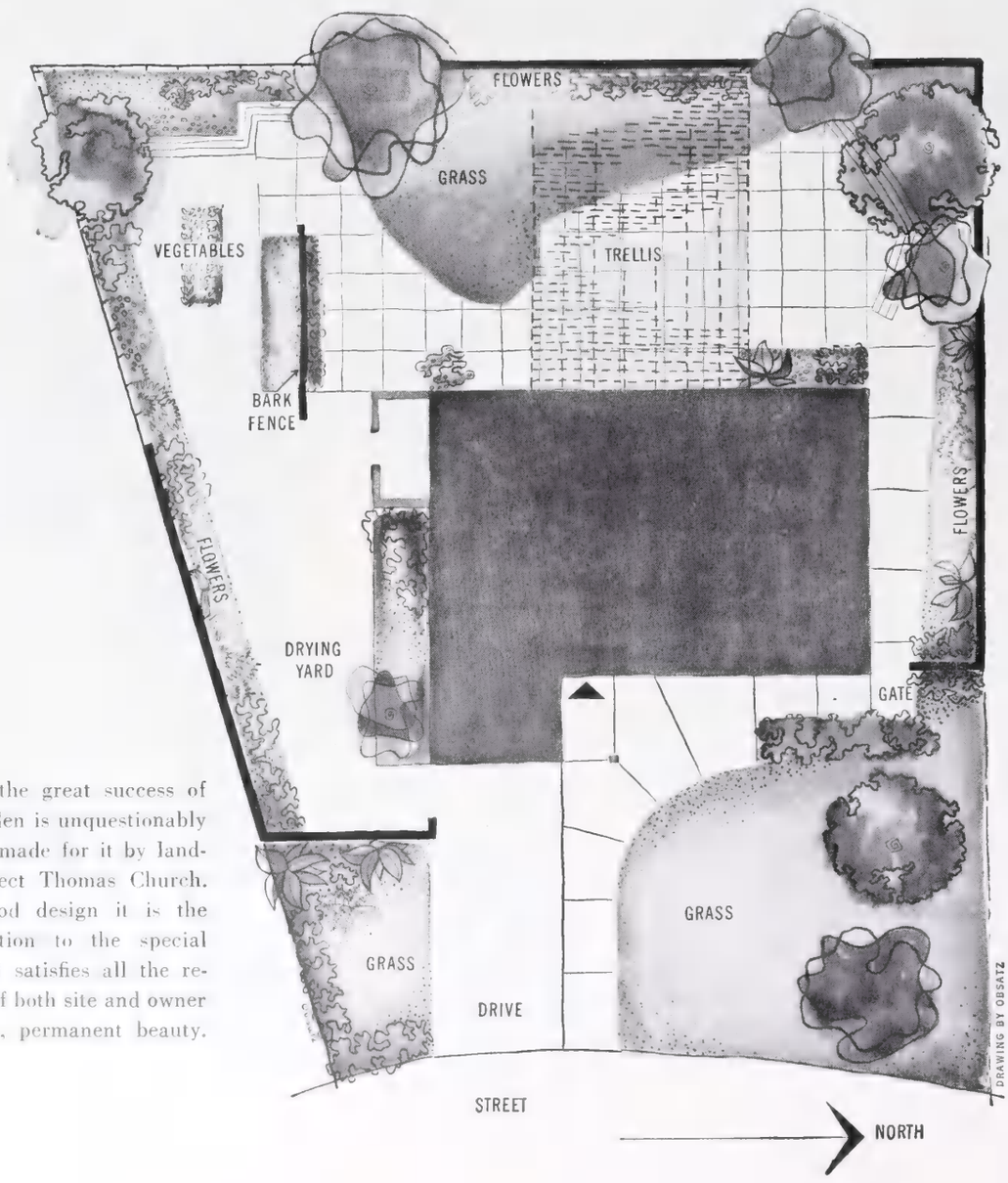
A little house need not have a little driveway. Note how the broad, generous curve of the driveway lends beauty to the house itself and has its practical side also: no more walking on wet grass to get past car, your visitors' cars have room to park off the street, and there is less front lawn for you to maintain. All this was part of the design which changed the Gerow garden, front and back, from the nondescript affair (above) to the one below.

How to be yourself in a crowd *continued*

privacy. And their life unfolds and flowers like the living things among which they live, because they didn't surrender —even though they were surrounded—but, instead, cultivated the garden of themselves.

Nevertheless it is not the particular plan or the high, continuous board fence that makes the Gerow garden significant. Other sites demand other plans. In moist and hot climates it is advisable that fences or screens be discontinuous so as to allow the free passage of cooling winds. If there had been a tree in his back yard, Gerow need not have built a trellised arbor to protect his outdoor dining area from the brutal western sun. In other ways the situation was fairly typical: the land was flat and without any superficial design interest; there were neighbors who could look into the plot from three sides; the house itself had no character or individuality of its own.

The real significance of the Gerow garden does not lie in any of its special solutions or details. It lies rather in the triumph of the Gerows as ordinary individuals, who have created something which bears evidence of their own independent spirit. The Gerows could easily have abandoned themselves to their "circumstances," as have so many, and waited for "better days." They might have kept down with the Joneses and taken some comfort in their conformity. They could have disappeared like a penny in a penny arcade or like any one of our coins that has engraved on it *E pluribus unum*, one out of many. But they didn't. And by their action they show that no man need be a rubber-stamp, that all men can be lords of life, if they withdraw, as individuals, from the conspiracy of society and so regain their personality, their character, and their manhood.



The key to the great success of Gerow's garden is unquestionably in this plan made for it by landscape architect Thomas Church. Like all good design it is the special solution to the special problem and satisfies all the requirements of both site and owner with over-all, permanent beauty.

12 Gourmet Soups from Canned Consommé

By Sybille Bedford and Evelyn Gendel



PHOTOGRAPH BY ROLF TIETGENS

These tricks take your soups out of the canned-goods category and give you elegant starters for your menus. Use canned consommé, but glamorize it with gourmet additions

Would you like to eat a big French *Croute au Pot*, or an Italian *Zuppa Mille Fanti*, or a *Consommé Chinoise*? Would you like to serve your dinner guests a rich Austrian specialty or a suave Cream of Chicken?

Well then, take a can of undiluted condensed consommé . . . and go on from there.

Two to ten minutes' work will result in any one of a dozen accomplished soups. In spite of their simplicity there's nothing improvised or slapdash about them; they're all established items in *haute cuisine*. What they have in common is a base of consommé. But the sameness ends there. Depending on what you add, you can end up with a rich, hearty, meal-in-itself potage—or with a clear, delicate brew that makes a sparkling beginning for a substantial dinner. Or you can produce one of those exotic soups laced with egg that turn a salad meal into a gourmet event. The long, boring work is already done when you pour the basic consommé out of the can. (*Detailed directions on page* 145)



Custom-built center table, with same architectural quality as built-in cupboards, creates work island in kitchen of Mr. and Mrs. J. George Wright, Beverly Hills, Calif. Top is stain-resistant plastic laminate. See hidden usefulness below. Gerard Colcord, architect.

TWO PHOTOGRAPHS BY GEORGE DE GENNARO

The revival of the kitchen table



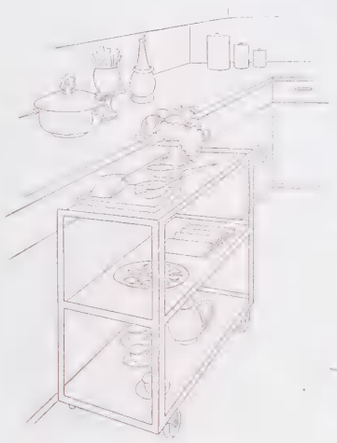
The Wrights' cupboard-table is one solid block of utility, engineered to store china, kitchenware, and a file of trays, with silver drawers above. Moderns use under-table space, formerly wasted on four legs and empty air.

Modern women, working in their own servantless kitchens, are rediscovering the virtues of the old-time kitchen table. So it's back with us, but devised to be a real helping hand. Today it's designed to be storage cabinet, chopping block, and tough work surface. It may wheel about, slide into the wall, pull out of the range, or stand traditionally in the center of the room, reachable from all sides

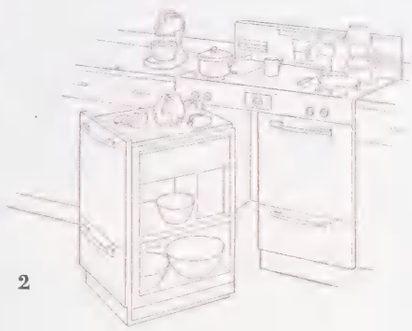


Kneehole center table gives leg-room for sit-down jobs or snacks. Its supports are two storage cabinets. Note the toe-space. You can achieve this with stock cabinets and a slab of wood, marble or plastic laminate. Jerome Gans, decorator. Jack A. Charney, designer and builder.

TWO PHOTOGRAPHS BY MAYNARD PARKER



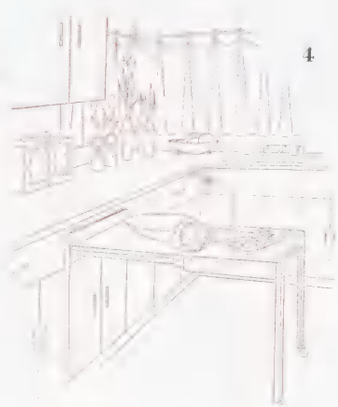
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3



4

New versions of the kitchen table above and right have multi-use features: **1** Lakeside's three-shelf, rubber-wheeled stainless-steel cart; **2** "Wheel-about" cart for general utility is actually part of Universal range, has cutting board top; **3** and **4** Mutschler's "Porta-bilt" extension table parks in counter cabinet, pulls out 68″; **5** Cosco wheelable dropleaf.

DRAWINGS BY JAY GRESHAM

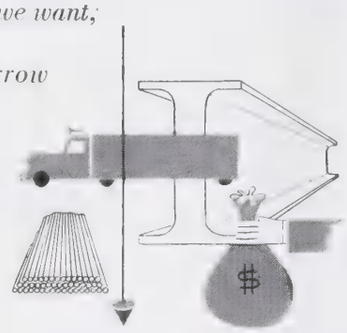




5

The all-purpose table is coming back to the center of the kitchen because it saves steps in a large room, puts a work surface within easy reach of all corners. A maple chopping-board top gives extra use, and functional storage below makes most of space. Home of Bing Crosby. Jon Konigshofer, designer.

For the second time in a troubled decade,
we can build as we choose, use what materials we want,
get finished without delays, and borrow
***all** the money our banker will let us have*



Once more we're free to build

By Miles L. Colean

Government is again moving aside, confident of the ability of our expanded industry to meet both defense needs and private demand, and confident, too, that this can be done without starting another inflationary rise in prices.

What does it all mean? Just this: no more restraint on copper or aluminum for roofing, flashing, gutters, downspouts, screens, and all the other purposes for which these materials are especially suited. Copper can be used for water piping, too, and aluminum for duct work, if that is what you want; and the two-year ban on copper for radiant heating is over. Steel is again to be had for columns and girders and lintels over doors and windows. In fact you may build your whole house of fire-resistant construction, if you're so minded, and no government order will halt you.

During the time that restrictions have been in force, industry has been busy with more than the big job of fulfilling all the defense requirements and carrying on its vast expansion program. It has also kept its research departments at work on new and better products for the home-builder. Year-round air conditioning is being adapted even to small houses. Radiant heating installations are improved. Kitchens can be more efficient than before, bathrooms more attractive. An array of more desirable and more attractive products will whet your appetite to build. The exciting news will be broadly covered in HOUSE BEAUTIFUL's coming issues.

Little change in basic labor and materials cost is to be expected during the year. This means you will not be under the pressure of rising costs as the work goes along. It is possible that some slight decline in cost may occur as the end of the year approaches. In any case, there should be no interruption in work caused by delays in deliveries of critical materials. Efficiency is likely to be stepped up all along the line. Consequently, the actual cost of building may turn out to be somewhat less than it was in 1952.

Despite this, building will still be expensive. So in order to get the most for your building dollar, you (*Please turn to page* 116)



Window beauty is the secret of this living room's appeal

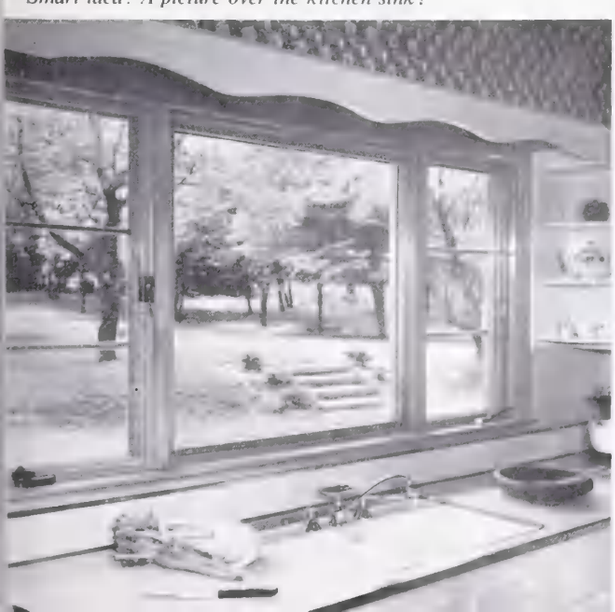
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ONCE MORE WE'RE FREE TO BUILD

CONTINUED FROM PAGE 114

will need to employ skillful design and the most economical use of materials. Do not be afraid to let structural materials do double duty as finished materials. We have learned that neither comfort nor attractiveness is dependent upon elaborate finishing materials.

Along with the end of restrictions on building has also come the end of special restraints on borrowing for financing a home. *Regulation X*, which set requirements for higher down payments and shorter periods of amortization than the laws otherwise permitted, is no more. Consequently, if you are a veteran, you may borrow up to 95 per cent of the cost, provided you can find a lender who will agree that so large a loan makes a desirable transaction for both of you. (In most cases, as a matter of prudent business, higher down payments will be required.) FHA-insured loans may now be made as high as 80 per cent of value, provided the total loan is not more than $14,000.

The conventional type of uninsured loans may be made up to the full limit permitted by the state or federal laws governing the particular lending institution. Federal savings and loan associations may go as high as 75 per cent of value. There is, moreover, no longer any restriction on additional borrowing above the first mortgage.

You will probably also find that, contrary to the practice that prevailed a few years ago, you may be required to pay an initial charge for making the loan. And you will find interest rates higher than what was paid by your friends who did their financing two years ago. These changes are not due to any conspiracy among lenders, but are brought about by changes in the money market.

Little change in home mortgage interest rates, either up or down, is likely to occur during the year. The longer trend, however, is probably downward. It is as important, therefore, to shop for your money as it is for your materials.

Taking it all in all, 1953 promises to be as good a year in which to build as we have seen since the war. No scarcities of materials will plague you, and the choice will be wide. Costs should be stable and quality of work better. Money will be available on better terms than during the past year. Though it is not a year for extravagant building, it is one in which good judgment can produce a happy result.

SEEING THE POSSIBILITIES IN EVERYTHING

CONTINUED FROM PAGE 71

The Girard house is a fine example of free taste, ingenuity, and what it takes to see possibilities of using standard materials and equipment in new ways. Below are listed some of these items:

Structure: Conventional wood frame.

Exterior wall surfaces: Pine board and batten.

Interior wall surfaces: Plaster, smooth- and sand-finished, U. S. Gypsum Co., Chicago, Ill. Other finish materials: Chestnut boards, ¼" fir plywood. Cedar plywood in natural and stain finish.

Roofing: Asphalt shingle, The Philip Carey Mfg. Co., Cincinnati.

Windows: Sliding aluminum sash throughout the house. Aluminum louvers used in living room.

Doors: Flush oak and birch, U. S. Plywood Corp., New York, N. Y.

Finish Flooring: Concrete, Trinity Portland Cement Division, General Portland Cement Co., Chicago, Ill. In bedrooms and baths, asphalt tile, Kentile, Inc., New York, N. Y.

Hardware: Hall-Mack Co., Los Angeles, California.

Heating: Oil and hot water systems, General Electric Co., Bloomfield, N. J. Continuous fin-type radiators, Herman Nelson Corp., Moline, Ill.

Lighting: Cold cathode tubes and standard incandescent fixtures, General Electric Co., Nela Park, Cleveland, Ohio.

Kitchen equipment: Refrigerator, stove, dishwasher, Disposall, all General Electric Co., Louisville, Kentucky. Exhaust fan, General Electric Co., Bridgeport, Conn.

HH See Circa '60 by Heritage-Henredon at dealers' listed below

ALABAMA
Birmingham . . . Rhodes-Carroll Furniture Compa

CALIFORNIA
Beverly Hills . . . W. & J. Sloa
La Jolla . . . Coles of La Jo
Los Angeles . . . Bullock's Downto
Los Angeles . . . Cannell & Chal
Oakland . . . Bonanza
Pasadena . . . J. H. Rag
Pasadena . . . Bullock's Pasade
Pasadena . . . Cannell & Chal
Pomona . . . J. H. Rag
Redlands . . . Meyer
Sacramento . . . Schofield Furnitu
San Diego . . . V. J. Lloyd, In
San Francisco . . . W. & J. Sloa
San Mateo . . . Laston
Santa Barbara . . . Henry Levy, In
West Los Angeles . . . Cannell & Chalbin—Westwo
West Los Angeles . . . Bullock's—Westwo

COLORADO
Denver . . . Howard Lorton, In

CONNECTICUT
Hartford . . . Hara Furniture Compa
New Haven . . . Chamberlain

DISTRICT OF COLUMBIA
Washington . . . W. & J. Sloa
Washington . . . Woodward & Loth

FLORIDA
Daytona Beach . . . Monroe
Jacksonville . . . Ridgell Furniture Compa
Miami . . . Moore
St. Petersburg . . . Maas Brothe
Tampa . . . Tar

GEORGIA
Atlanta . . . Rich's, In
Savannah . . . Klu

IDAHO
Boise . . . Hendre

ILLINOIS
Champaign . . . Reliable Furniture Compa
Chicago . . . Carson-Pirie-Scott & Compa
Chicago . . . John A. Colby & So
Danville . . . Strouse
Decatur . . . Quigle's Furnitu
Rockford . . . House of Lindberg, In
Springfield . . . Sutton's—7th and Ada

INDIANA
Fort Wayne . . . Jefferson Hou
Gary . . . James M. Burke Furniture Compa
Indianapolis . . . Wm. H. Block Compa
Muncie . . . Fosdick's, In
South Bend . . . Ries Furniture Compa

IOWA
Des Moines . . . Younker Bros., In

KANSAS
Wichita . . . Geo. Innes Compa

LOUISIANA
New Orleans . . . Hemenway—521 Ro
Shreveport . . . Hemenway

MAINE
Portland . . . Lancaster Furniture Compa

MARYLAND
Baltimore . . . Gomprecht & Bene

MASSACHUSETTS
Boston . . . Paine Furniture Compa
Fall River . . . Maso
Springfield . . . Red Lion Shop, I
Worcester . . . Lofstedt Furniture Stu

MICHIGAN
Detroit . . . Grinnell Broth
Detroit . . . Scott-Shuptrine Compa
Saginaw . . . Herzog Furniture Compa

MINNESOTA
St. Paul . . . Wevand Furniture Compa

MISSISSIPPI
Jackson . . . Mississippi Wholesale Furniture C

MISSOURI
St. Louis . . . Craig Furniture Compa
St. Louis . . . Scruggs-Vandervoort-Barney, I

NEW HAMPSHIRE
Portsmouth . . . Margeso

NEW JERSEY
East Orange . . . Schulz & Behrle, I
Newark . . . Hahne & Compa
North Hackensack . . . Huffman & Bo
Plainfield . . . Iber's Fine Furnit
Rahway . . . Koos Broth
Springfield . . . Huffman & Bo
Trenton . . . Manning's Ways

NEW YORK
Albany . . . Maytair, I
Brooklyn . . . Abraham & Str
Buffalo . . . Conley Furniture Compa
Central Islip . . . Suffolk Wayside Furniture Sh
Hempstead . . . John A. Sch
Jamestown . . . Wellman Broth
New Rochelle . . . Stan Cassidy, I
New York City . . . Bloomingdal
New York City . . . W. & J. Sloa
Rochester . . . Sibley, Lindsay & C
Yonkers . . . M. Dee &

NORTH CAROLINA
Asheville . . . Morrison's, I
Charlotte . . . Mecklenburg Furniture Shops, I
Greensboro . . . Morrison-Neese Furniture Comp
High Point . . . Hahn Furniture Comp
Raleigh . . . Wayside Furniture Ho
Wilmington . . . Todd Furniture Comp

OHIO
Cincinnati . . . H. & S. Pogue Comp
Cleveland . . . Halle Brot
Columbus . . . F. & R. Lazarus Comp
Dayton . . . Town & Country Furniture Shop, I
Lima . . . J. W. Rowlands Comp
Toledo . . . Buckeye Furniture Comp
Toledo . . . Grinnell Brot

OKLAHOMA
Oklahoma City . . . John A. Brown Comp
Tulsa . . . Cathey Furniture Comp

OREGON
Portland . . . Meier & F

PENNSYLVANIA
Erie . . . Trask's Home Furnishing S
Lancaster . . . The Marshall E. Smith Comp
Philadelphia . . . Horace D. M
Philadelphia . . . John Wanam
Pittsburgh . . . Joseph Horne Comp
Reading . . . Bloom Furniture Comp
Scranton . . . Kaplan Furniture Comp
Uniontown . . . Sidney's Finer Furn

SOUTH CAROLINA
Charleston . . . Cowperthwait's, I
Florence . . . Tyler Furniture Comp
Greenville . . . Craig-Rush Furniture Comp

TENNESSEE
Chattanooga . . . Fowler Brot
Johnson City . . . Morrison's
Knoxville . . . Fowler Brot
Memphis . . . Arthur Seelbinder
Nashville . . . Period Furniture Com

TEXAS
Austin . . . Bridges Furniture Com
Corpus Christi . . . Showroom of Finer Furn
Dallas . . . Sanger Brot
Houston . . . Joske's of Hou
Laredo . . . Modern Furniture Com
McAllen . . . Jones & J
San Antonio . . . H. R. Fisher Furniture Com
San Antonio . . . Karotkin Furniture Com
Wichita Falls . . . Huff Furniture & Art Gall

VIRGINIA
Norfolk . . . Willis Wa

WEST VIRGINIA
Clarksburg . . . Palace Furniture Com
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CANADA
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This is Circa '60—worthy of the proud Heritage-Henredon hallmark!

Shown are only a few pieces—for living room, dining room, bedroom, study, *every* room! *See them all* at the stores listed on opposite page.



← SEE HERITAGE-HENREDON'S CIRCA '60 AT DEALERS' LISTED ON OPPOSITE PAGE

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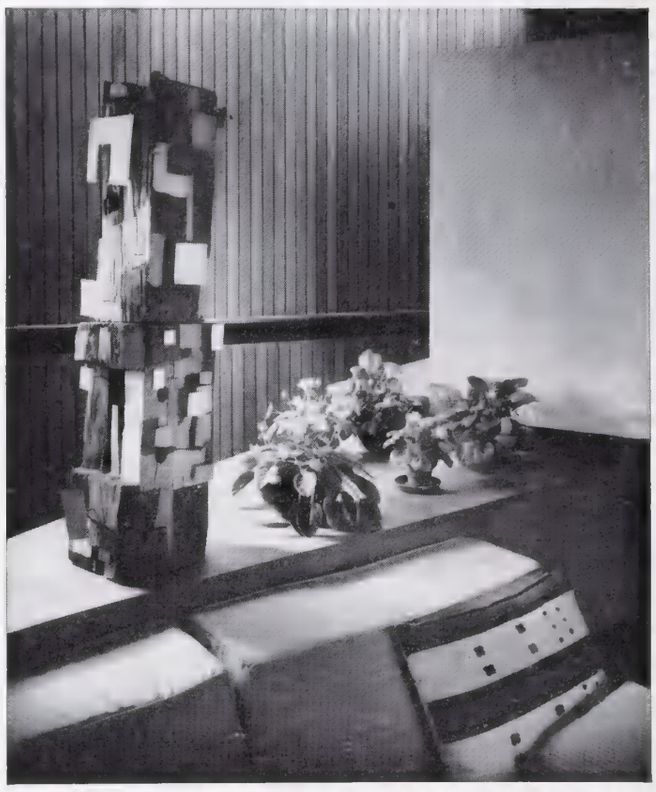
Address.....

City.....Zone....State.....

THE PLAY OF FREE TASTE

CONTINUED FROM PAGE 86

PHOTOGRAPH BY MAYNARD PARKER



Alexander Girard's fascination with textured wood and abstract forms produced the colorful wall on page 87. It also led to this composition of painted strips of tin, soldered to nails, driven into a small, textured section of a weathered, wooden beam.

he saw the beauty of all of them together, so one day he began to nail the woods, piece by piece in a sort of mosaic pattern, to the wall of his outdoor porch and made it The Wall of the Girards.

To some this wall has the quality of a canvas by Paul Klee. To others it might be a potpourri. It does not matter. It is a private thing in a private home. It personifies individuality as a creative spirit, because, in the words of Hughes Mearns's excellent book, *The Creative Adult*, "its distinguishing quality is artistic; it manipulates the material of experience for its own delight but remains itself independent and unmanipulated." The creative adult searches, seizes, fashions "a shape unknown into an appearance instantly recognized as the thing sought. This is to be an artist in every moment of living."

Not all creativity is active, by any means. Are there days when the lawn mower is particularly repulsive to you? Good! Join Walt Whitman. "loaf and observe a spear of grass." If you are as intensely observant of life as the artist, you are with him in his creation. For all art depends eventually on an audience, even though the artist should be trying but to please himself.

If you enter on a spirit of inquiry, be it food, music, ideas, or driftwood, you will find things begin to answer your questions with a surprising richness. "Why," you ask of a Da Vinci drawing, "does this line create beauty and another not?" Pose one question like this and you belong to the philosophers of taste, who have been asking the same question for centuries. As Gertrude Stein remarked to a young writer, "It will come if it is there and if you will let it come, and if you have anything you will get a sudden creative recognition."

Do you agree yet that individualism and awareness are allied and together lead to creativity and personal culture? Read a poet's opinion, Arthur Davison Ficke's: "The wise and inspired way of living is first to fortify the soul with rigid individualism, and then to approach each event and each personality and each emotion as . . . a phenomenon that is curious, inexplicable, worthy of joy or terror; in that instant of interpretative imagination, the soul feels all of life that can be felt and knows all of life that can be known."



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Thermopane lets you sit close to windows without chilliness because it's made of two panes of glass with a sealed-in blanket of dry air. In effect, it adds a couple of usable feet to your rooms. You have clearer windows, too, because *Thermopane's* insulation minimizes condensation. Windows stay drier and cleaner.

There's comfort for the budget-minded—for *Thermopane* helps cut down fuel bills. *Thermopane* is the easiest way to insulate windows. It stays on the job the year 'round without your lifting a finger. In summer its insulation helps keep your home cooler.

You can use *Thermopane* in many kinds of windows. Before you build or remodel, call your L·O·F Glass Distributor or Dealer and get all the information. Or write for our book "Self-insulating Windows of *Thermopane*". Libbey·Owens·Ford Glass Company, 123 Nicholas Building, Toledo 3, Ohio.

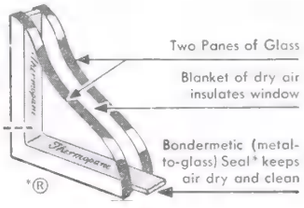
This cheerful corner is a cozy spot, though it's only inches away from winter. Picture windows and ventilating casements in every room of this house are *Thermopane*—for year-round comfort. Architects: Carr & Cunningham, Cleveland, Ohio.

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THE BRAIN ON YOUR LIVING-ROOM WALL

CONTINUED FROM PAGE 95

The same kind of question was asked by pilots who found their airplanes on automatic pilot wobbling slightly all the time. And by gunnery officers who found their automatic fire-control would aim the guns first a little to the left, and then a little to the right, and very seldom on the target itself. And by chemical engineers who found that a pipe, supposed to deliver x gallons per minute, did in fact deliver just that, but in spurts, the flow now spouting, now almost dying. All automatic control-brains had this tendency to "hunt"—to swing back and forth, back and forth, and never quite settle down. And if the hunting of the thermostat gave you "Cold Seventies," hunting in other think-machines gave you air-sick passengers or chemicals that weren't true to formula or enemies that flew right through your sky as if your shooting did not bother them.

So the demand was very strong for an artificial brain that uld not wobble and waver, but do its stuff precisely, right the button.

What's needed is utmost sensitivity in measuring the tem- ature, and, equally important, the least possible time-lag. thermostat makers get this by reducing the mass of ma- al that has to heat up or cool off to move the switch; and by king the switch extra easy to move, with as small a "hump" possible (you know what I mean by "hump": the little istance you feel when you click a switch). All this, of rse, takes manufacturing skill of the highest order, and 's why, for so small a gadget, a thermostat costs money! ond that, it is possible to measure temperature electrically, a network of very fine wires, and get extremely sensitive, ex- nely quick response. Someday, the house thermostat may he way of the fancier thinking machines, and turn to elec- ics. Meanwhile, the engineers have other ways of making mechanical brain more sophisticated and responsive.

Consider a case. Your thermostat is in your dining room. ll, you get six people in there for dinner, plus a few elec- light bulbs giving off heat. The room gets warm. Any inary thermostat would now shut off the heat—for the le house. But you can have another thermometer in, say, living room, hitched also to the same thermostat. When dining room thermometer says: "Hot in here. Shut her " this other thermometer says: "Hey, not so fast. You ain't only one, you know. These people will presently move r into the living room and they don't want to find it cold." he machine-brain can do one thing yours can't do—it can n two places at the same time! It considers both problems takes a middle line. (It has been found that an "averaging ," taking its readings at two places, makes all the differ- in smooth control and comfort.)

Another case: a sunny winter day suddenly turns cloudy, much colder. Now even the most sensitive thermostat will down on the job. It can't call for more heat until it feels new cold. But by that time, the cold has permeated the ls, and there has been at least a slight "cold 70" condition. the robot brain be taught how to foresee this? It can. You h an outdoor thermometer to the thermostat. Now, when outside temperature drops, it signals: "Step up the heat . or you'll fall behind." So the robot brain has been given sight!

(*Please turn the page*)

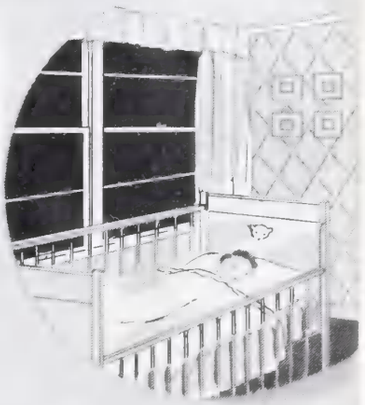
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that modern Ponderosa Pine window units are available preservative water-repellent treated for greater resistance to moisture, insect attacks? Today, thanks to scientific treating, Ponderosa Pine window units are even more durable, more lasting than ever.



do you know

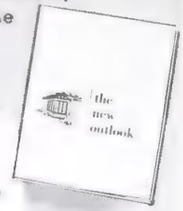
that Ponderosa Pine windows offer you the very latest improvements in weather-tightness and ease of operation? You get the latest window styles too because Ponderosa Pine windows are made in designs to suit every taste.



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THE BRAIN ON YOUR LIVING-ROOM WALL

Continued From Preceding Page

Still another task. Experience shows that people like the houses warmer in colder weather. If they feel comfortable 70° during mild winter weather, they will want 72° on real cold days. Science says people are right. The window pan are colder; the walls are cooler; there are more drafts; a to make up for these extra chilling effects, people need warm air. Can the robot brain take care of this? It can. The outdo thermometer does the trick. Every time the outdoor temper ture goes down 15 more degrees, it raises the setting of t thermostat one more degree. So, in general words, the rob brain recognizes a change in the general situation, and adap itself to it!

In one sort of thermostat, they wanted the robot brain "keep in mind" the importance of running the heat in sho spurts, often. This is quite an order. It is as if a man told l son: "Be honest, work hard, and always be polite to ladies You know what's wrong with that kind of instructions: t Old Man can't be specific because he doesn't know what situ tions will come up. He has to try to inculcate a general te dency, implant a general idea. The same here. The enginee couldn't say: "Run the furnace 5 minutes on, 5 minutes off because in cold weather it may take 7 minutes on, 3 minut off; in mild weather, 5 minutes on, 10 minutes off, etc.

How does one give the robot brain a tendency, a "temperament Thinking machines keep surprising you by being a bunch of qu simple things, strung together in a sophisticated way. In this ca they simply use still another thermometer hitched to the therm stat plus an electric heating wire that heats up whenever the f nace switch is on. So whenever the main thermometer signals "I cold, turn the heat on," it takes only a few minutes before this ot thermometer begins to signal: "I'm hot, shut her off." Then t mechanical temperament (the "Cycler") cools off, and after a f minutes the regular room thermometer turns the heat on again. a general personality-trait of the robot consists of a black b with some coiled wire inside!

It's undeniable: the machine thinks. And the thermostat just a country-boy as thinking machines go. The more soph ticated ones have more mental traits. Some can rememb things. Some—you won't believe this—can *learn* things. Th study their own actions, remember what produced the desir result and what didn't; and next time the same situati comes up, they do the right thing. This is as if your thermos could learn from experience that whenever Mrs. X comes call, it gets set up 2 degrees higher because Mrs. X likes warm. And so, after a few times, it would recognize Mrs. X voice and set itself up 2 degrees!

Oh yes. And then there was this man in Texas who had air-conditioning plant in his house and also a heating pla each controlled by its own thermostats. He went on a tr Something happened, and the heat came on. The air-con tioning thermostat felt the heat, and put the air-condition on: which made the heating thermostat mad. For a month, grim silence, the two robots fought it out. When the fam came back, the house was comfortable—but, boy, the bi

he only thing wrong with this story—it's not true. Thermo-ats nowadays have more sense than that!

The thinking machine is only just coming onto the scene. It makes you dizzy to think of the prospects. Almost all machines up to now have been muscle: *they can run faster than we can, lift heavier loads, shout over longer distances, and so on. These machines are something new—brains that can think better than we can. What will they do to us? My guess is that they will kick us all upstairs. People had better start thinking about the really important things, and let machines worry about routine things. What are the really important things? That's the first important thing thing to think about.*

Meanwhile, at any rate, for you at home, this particular ind of thinking machine means more comfort; less fiddling ith the heat; fewer arguments; and the end of "Cold eventies."

• • • • • •

From what is explained here about thermostats and room-mfort, you can see several things of practical importance:

The ideal heating plant would be "on" continually—as a low fire" in mild weather, a big fire in cold weather. Most ouse-heating plants cannot do that. An oil or gas burner, par-cularly, has to be either fully on or fully off. It can't burn at alf power.

Therefore, what you want from your thermostat is heat often, short spurts, rather than in longer runs less often. Five-minute urts are just about as short as most furnaces can run, satisfac-rily. So the ideal is a five-minute run, then a pause—long in ild weather, short in cold weather—then another five-minute n. That way you avoid overheating and "cold 70's."

If your thermostat gives you long "cold 70's," it isn't neces-rily a bad instrument. It may be a good instrument in the rong place. The right place is where it will be exposed to the ld of a "cold 70," same as you are. In many houses, the thermo-at leads a more sheltered life than the people. That's wrong. emember, the heat doesn't come on when *you* feel cold: it mes on when your thermostat feels cold. Could you improve ur thermostat's performance by re-locating?

Do you treat your thermostat right? Does everybody in your mily understand what it does? If you cool off the room where e thermostat is, the rest of the house will heat up; if you make ur thermostat "feel warm," it will keep the rest of the house oler. I once lived in a "Garden Apartment," in a "Project" here the heat for 100 apartments was controlled from the ermostat in the janitor's apartment. When the janitor's apart-nt was too warm, the janitor's wife would open her windows. hundred apartments would then, of course, over-heat twice as dly. But when she baked a cake and her oven heated up her artment, 100 apartments would be chilly. That's the way of ermostats.

Do you know what *Zone Control* is? In many houses it is diffi-lt, in some impossible, to regulate the whole house from one rmostat. For instance, in a house with big windows, the sun y heat different rooms at different times of day. To put one ermostat in complete control of such a house would mean ste and discomfort. Hence the trend, in bigger houses, to have o or more thermostats control two separate branches of the ating system, or even two separate heating systems.



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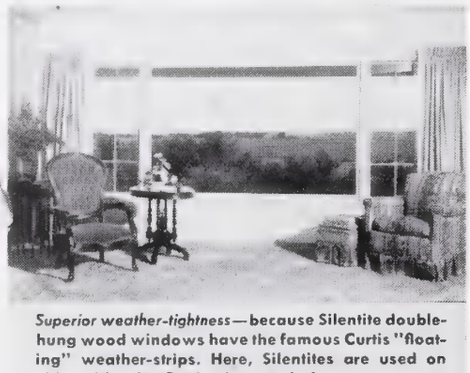


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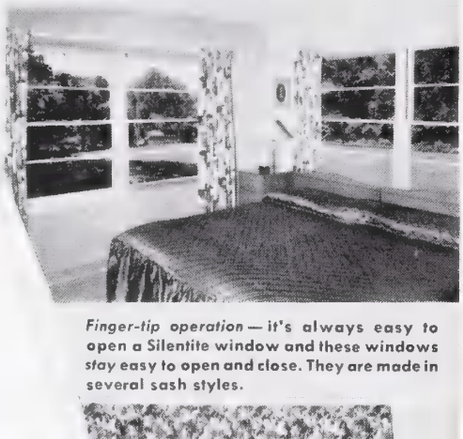
style parade



What do you want in the windows you buy? Variety, surely—freedom to choose from *many* window styles. And Curtis Silentite windows offer you a whole "style parade"—many beautiful designs that create enchanting, modern effects in your home. What's more, Silentite windows bring you *lasting* window satisfaction—greater comfort and fuel savings—ease of operation and countless other features.



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Decorator's Diary



Meander through the market via the notes and jottings of an alert decorator who keeps her eyes open for new and unusual items in home furnishing

I've never been able to subscribe wholeheartedly to the purist functional view that a table lamp should look like what it is—a wire, a bulb and a shade—and not masquerade as an *objet d'art*. Come close to being converted when I think of the large number of monstrosities that fly the label, *objet d'art*. But a lamp base can, I insist, be beautiful, even though, strictly speaking, it's superfluous. Just ordered one for Mrs. Burton which might be so classed. But it's sure superfluity reduced to the vanishing point. In fact, if you look at the lamp long enough, you begin to believe the base really isn't there at all. The solidest part is a wooden ball that clings to the very necessary center rod that contains the wiring and holds up the fixture and shade. Around that is a black iron cage—just four posts joined at top and bottom—which probably is not necessary. But it makes the whole thing so pretty to look at. I lik the contrast of the curved soli with its rigid but transparer frame. It's the kind of thing th throws lovely shadows when th late afternoon sun slants across th room. Harry Lawenda of Kneedle Fauchere designed it. Found it America House.

When people as elegant and dow right rich as the Eatons keep sa ing they want something simp and very practical, it's hard not think they're making fun of th rest of us. Why should anyo want to give up all the things th *can* have for what we poorer ci zens, repressed by budgets a upkeep problems, *have* to hav But I'm beginning to discover th when money is really no obje you can have richness, elegan simplicity, and practicality all the same dish. Served it up to t Eatons in their dining room. B on the walls, not the table. (Stret a metaphor and you have a pun Used a new grass cloth I found Charles Gracie & Sons. The gra is natural, but its paper bac ground is a deep bluish gunmet and it's woven in vertical ban instead of all over so that the ternate unwoven bands have a la openwork effect. And like m close, light-on-dark patterns y imagine you can see through th to a shadowy beyond. Makes small room look larger. And mak that small room, with its cork t floor and black lacquered fur ture, undeniably rich and elega



Ball in the Cage

(*Please turn to page* 135)

IT'S WORTH MENTIONING

By Julie Polshek

ou can adjust Pincor's Sno-Mover throw the scooped-up snow to her right or left of your course. e distance of its throw is adjustle from 3 feet up to 30 feet. The ary scoop, driven by a 2 H.P., 4-le gas engine, cuts through drift pths up to 24 inches. Snow is wn while thrown; this de-aeran reduces its bulk. The price, 34.50, is cheap heart insurance. om County Hardware Corp., 161 amatan, Mt. Vernon, N. Y.





These innovative draw draperies are given cordless traverse action by buttons you thread through their rod's channel. The rod-button assembly also arranges the panels (45" x 90") in pleatline folds. Lynde Window-Wonders are authentically provincial in pattern and colorings (blue, taupe, brown, green or gold ground). Rod extends from 26" up to 70", fits conventional brackets. $3.99 complete, Namm-Loeser's, Brooklyn, N. Y.

r long search for a truly funcal trash receptacle has been arded. The swing-door chute dis papers into a steel wasteket that accommodates several s' accumulation. Its attractive eaway lifts off for easy basketotying. Lawson-Ware Utility Reacle (white, red, yellow enam- costs $11.60; matching step-on jt. can with galvanized or vitis-porcelain pail, $4.00, $5.60. m Shillito's, Cincinnati, Ohio.



PHOTOGRAPHS BY FRED LERNER



An easy pull extends the K-Venience Folding Shoe Rack from 18 inches up to 30 inches to fit its length to the available door or floor area. The twin shoe racks are staggered and the supports have screw holes at all four ends. Guards at the rack ends prevent shoes from sliding off. The one-piece unit is strongly built of chromed steel: holds 10 pairs of shoes. It can stand or hang. $3.50. Bloomingdale's, New York, N. Y.

(*Please turn the page*)

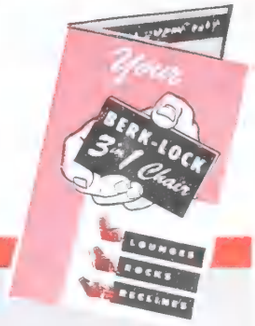
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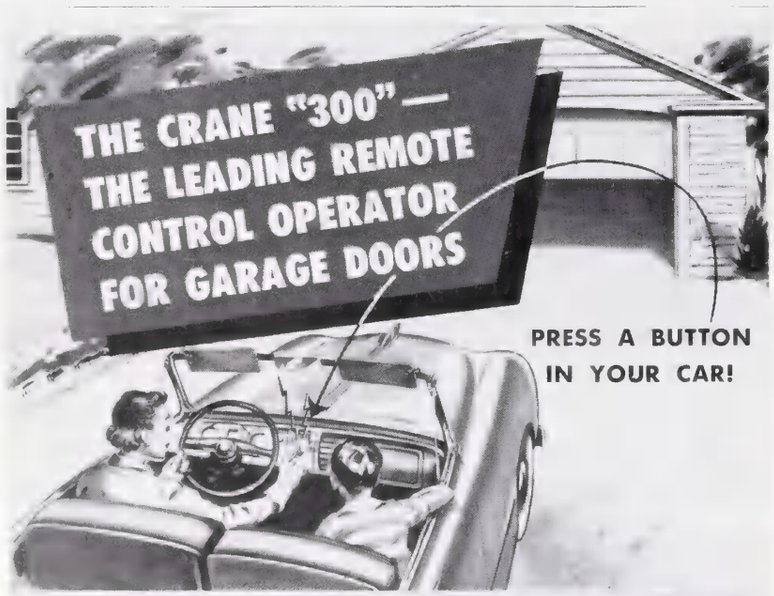
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IT'S WORTH MENTIONING

CONTINUED FROM PRECEDING PAGE



RCA Victor's new clock-ra though midget-size, contains powerful 4-tube set. Its Telech electric clock can be set to a matically turn on the radio at ing time and re-alert you minutes later with an alarm sig Station-selector is in the center clock dial. Prominent second h is useful for cookery-timing. Bla gray, ivory, or red; gilded nume and trim. $39.95. Bloomingdal New York, N. Y.

Flora-Doora cushions door knobs in spongy latex, centered with a bull's eye that glows in the dark to guide your steps. In daylight, the phosphorescent-neoprene inset is simply a decorative, white accent. The useful device is washable and colorfully accessorizes the door. Black with rose, salmon, aqua, chartreuse, yellow, brown, gray; pastel green, blue, or violet. $1 a pair. Romart, 100 W. Chicago Ave., Chicago 10, Ill.





The type of oven-proof china u in these attractive bowls can directly from the refrigerat cold to a hot oven without cra ing or crazing. This valuable s ice feature bears manufactu guarantee. When bowls go to table, the covers serve as a de rative base. Universal Refri-Bo are cream color with pastel thi design. Nested trio (12- , 24 and 40-ounce), $3.95. John T Inc., 17 John St., New York, N.

With Schofield Legs you can design an occasional or coffee table of any wanted shape or size, using any type of shelving you wish. (Decal marble affixed to wood is worth considering.) A series of wedges adjust shelving supports from $\frac{7}{32}$" up to $\frac{3}{4}$". Legs have Anchor casters; are finely made of top-quality ash that takes a handsome wax or pickled finish. In 15", 22" height: $7.95. $8.95 per leg. $9 respectively each. Schofield Co., Box 1647, Dallas, Tex.

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With the professional patterns s plied by Hollywood Make-A-Sh Pattern Kit and nominal sew skill, anyone can successfully m lampshades. This kit of 28 f size patterns and illustrated, s by-step directions, is widely u by adult-educational groups, leges, clubs, and won first priz California's 1951 State Fair. $2 Lamp Post, 1550 Idlewild, R Nev. (Frames, fabrics, findi also available from Post).

oth air-deodorizing and lighting furnished by this attractive pin-fixture. It houses a Westinghouse ne lamp and an incandescent ht bulb, usable jointly or sepa-ely. Hardwood fixture directs reless light downward through frosted-glass base, gives indirect hting from above. Natural birch walnut, limed oak, cordovan ma-gany. (Color finishes available.) 4.95, Kolto Co., 285 Fulton, ooklyn, N. Y.





Thread is dispensed by slots in the sides of the Tidy-Maid box. It's cleanly slipped off at wanted length by stainless-steel blades imbedded in the lid above each slot. Their cutting edges cannot contact your fingers. Thread from the 14 spools held by pegs molded into the transparent Bakelite plastic box can be fed directly to a sewing-machine bobbin. $1.50 (less thread), Miles Kimball, Oshkosh, Wis.

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NEW WORLDS IN 16MM. FILMS

CONTINUED FROM PAGE 59

rental and purchase from Encyclopaedia Britannica Films, Wilmette, Ill., and from other EBF offices in Atlanta, Boston, Dallas, Los Angeles, New York, and Portland, Oregon. Rental $8.50. (A shorter 10-minute version entitled "Grouse of the Grasslands" is available from the same sources at $4.)

Story of the Bees. (20 minutes) Available for rental and purchase from United World Films, 1445 Park Avenue, New York 29, N. Y.; and from other UWF offices in Chicago and Hollywood. Rental $6.

Life on the Western Marshes. (15 minutes, color) Produced by the National Film Board of Canada. Available for rental and purchase from the National Film Board of Canada, 1270 Avenue of the Americas, New York 20, N. Y. Rental $6.

Lascaux: Cradle of Man's Art. (17 minutes, color) Produced by William Chapman and completed with a grant from the Viking Fund. Available for rental and purchase from International Film Bureau, 57 East Jackson Blvd., Chicago 1, Ill. Rental $12.50.

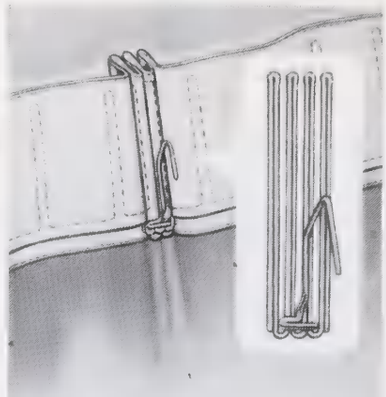
Spelunking. (20 minutes) Produced by Marcel Ichac. Available for rental and purchase from A. F. Films, 1600 Broadway, New York 19, N. Y. Rental $6.

Song of Ceylon. (40 minutes) Produced by John Grierson; directed by Basil Wright. Available for rental from Contemporary Films, 13 East 37 Street, New York 16, N. Y. Rental $8.

Taj Mahal. (20 minutes, color) Available for free loan from the Consulate-General of India, 3 East 64 Street, New York 21, N. Y.

Fable of the Peacock. (13 minutes, color) Danced by Lakshimi Wana Singh. Available for rental and purchase from Brandon Films, 200 West 57 Street, New York 19, N. Y. Rental $10.

Loony Tom, The Happy Lover. (12 minutes) Produced by James Broughton. Available for rental and purchase from A. F. Films, 1600 Broadway, New York 19, N. Y. Rental $5.

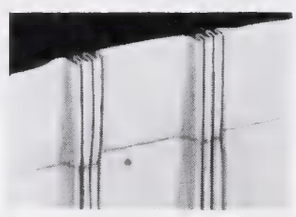


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Day of Wrath. (97 minutes, Danish with English subtitle Available for rental from Tra World Films, 64 East Jacks Blvd., Room 900, Chicago 4, Apply for home rental rate.

Lever Age. (20 minutes) Produc by Arthur Elton for the Brit Petroleum Films Bureau. Availa for free loan from the Shell Company, Public Relations De 50 West 50th Street, New Y 20, N. Y., for east of the Rocki and from the Shell Oil Compa Motion Picture Department, Bush Street, San Francisco California, for far western state

Your Children and You. (31 m utes) Produced by the British M istry of Health. Available rental and purchase from British Information Services, Rockefeller Plaza, New York N. Y., and from other BIS offi in Chicago and San Francis Rental $3.75.

Jackson Pollock. (11 minut color) Produced by Paul Falk berg and Hans Namuth. Availa for rental and purchase from A. Films, 1600 Broadway, New Y 19, N. Y. Rental $7.50.

Man Alive. (10 minutes, co animation) Produced by Uni Productions of America. Availa for free loan from local can societies, and for loan or purch from the American Cancer Soci 47 Beaver Street, New York 4.

Be Gone Dull Care. (9 minut color abstraction) Produced Norman McLaren for the Natio Film Board of Canada. Availa for rental and purchase from International Film Bureau, 57 E Jackson Blvd., Chicago 4, Rental $3.

Note: Most of these films a also available from local 16mm libraries. A handy guide entitle "A Directory of 2002 Sixtee Millimeter Film Libraries" sold at 30¢ per copy by the S perintendent of Document U. S. Government Printing O fice, Washington 25, D. C. It i cludes the names and address of film centers all over the cou try, some of which maintain e tremely large collections of 1 mm. films for rental. Prices va from library to library, and most cases the film-user is r quired to pay transportati costs—one good reason for dea ing with your nearest librarie



THIS IS NEW
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Radiant Heating



1 **Here's Bundyweld Ceiling Radiant Heating,** with wonderful new comfort, cleanliness and economy that makes all other home heating obsolete. Here is heating so even, so natural, so pleasing and easy to live with it's like having the sun in your ceiling. Yet a Bundyweld system costs little, if any, more than an ordinary one. Read how it works.

2 **The simple fact that radiant rays** will flow downward makes this big advance in home heating possible. Coils of Bundyweld Tubing embedded in ceiling plaster (shown in behind-the-scenes view above) act like sun, send down gentle, warming radiant rays. You feel snug and cozy. Yet room temperature stays healthfully low. No stuffiness. No cold or hot spots.



Here's wonderful **NEW COMFORT, CLEANLINESS** and **ECONOMY** that makes all other home heating obsolete



3 **Comfortable, clean.** Even basements are comfortable and free of dust-laden drafts. As in rest of house, paint, furnishings, and fabrics stay fresh longer. With dirt-free Bundyweld Ceiling Radiant Heating, you cut housework and costs of redecorating and cleaning.



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7 **FREE. Read the full story** of the big news in home heating and what it can do for you. Mail coupon today for free, fully illustrated 20-page brochure.



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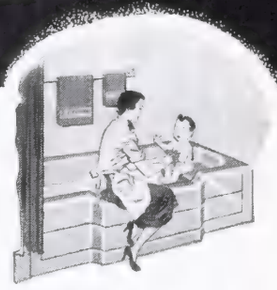
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For a beautiful bathroom, combining color and styling with easy, immaculate housekeeping, install Eljer's Fine Plumbing Fixtures. Whether you choose a lovely pastel shade or Eljer's snow-white, the finish *cannot* fade, become dull or lifeless. Bathtubs have an extra-thick coating fused to a *rugged, rigid, cast-iron base*. Vitreous China Lavatories and Closet Combinations resist stains and are impervious to all ordinary acids because they are *real* china. Eljer Faucets, too, are quality-built for long, trouble-free service. For free booklet, write Eljer Co., Box 192, Ford City, Pa.

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FIRST STEP TO BEING YOURSELF

CONTINUED FROM PAGE 89

was an extremely difficult customer to please with a steak.

An intelligent woman can always give you a logical explanation of the effect of a becoming hat, since hats on heads, like cornices on Greek temples, seem to obey certain laws of geometric harmony. But, if she doesn't want to read dismay in her husband's eyes, she will continue to shop extensively for her hats. Taste in bonnets or in cornices cannot be deduced from one example.

You can learn many things about wine by sipping and savoring and analyzing a few bottles of Chateau Yquem. It will add to your pleasure to know something about the soil of the Sauternes country. You may eventually become a sort of expert, probably a pedant at the table. But you will not become a connoisseur. Only extensive bibbing can lead to connoisseurship.

WHAT is true for steak eating, hat wearing, and wine drinking is true for the more complex arts of living. A person who prefers the jogging banalities of Longfellow's "Psalm of Life" to William Butler Yeats's "Second Coming" is, nine times out of ten, a person who has not read many poems. It will do him good to fish patiently for meanings in Yeats's masterpiece. He would do better, however, to go on a cruise for his cultural health among the five volumes of Auden and Pearson's magnificent new "Poets of the English Language."

Let us not overstate the matter. It is a fact that the belligerent yearning for anecdotal pictures which afflicts so many otherwise sensitive people rarely lives through a dozen visits to a modern museum. (I am speaking, naturally, of a broad experience of quality; it's no use looking at a thousand calendars.) Still, galloping mindlessly past a few hundred works of art will not automatically improve our power to discriminate. We should occasionally linger, meditate, attempt "in-feeling"—in short, do all the things the romantic critics recommend. We should compose ourselves to surrender, we should be cunningly innocent before the unique world of a Mozart concerto, before the single blossom, the individual bowl of minestrone.

I agree. Before an authentic miracle we should stop and suspend our disbelief, not only willingly but enthusiastically. But first, find your miracle.

I am not against analyzing experiences, I simply think the first step is to expose ourselves to a great many experiences. Nor am I against the "How-to-Appreciate" books; they can help us to avoid wasting our time on what veteran voyagers have found to be worthless. They are as legitimate as travel books. They are the charts which even the most adventurous mariner ought to take along. And the best ones also put wind into our sails. But they are no substitute for putting out to sea.

All this can be made to sound slightly scientific, although not very. We can say that, if you want your ability to discriminate to evolve, you must put yourself and keep yourself in an evolutionary situation. No one really knows what "good" taste is, except that it is the taste that survives. And, other things being equal, the taste that survives the broader experience of quality is apt to be the better taste.

It follows that we cannot afford to be sentimental. Evolution works by rejection; it leaves in its wake a quantity of apparently waste material. It is a life process, as ruthless as growing up. If we have learned to be moved by the way the Beethoven of the sonatas confides in his piano, the chances are that Liszt is a casualty somewhere along our route. A robust taste thrives on this sort of murder.

TO BE sure, we don't mind being pitiless in our progress—so long as it is easy to cover up the evidence. No one knows how very Lisztian we once were, and as a matter of fact we usually manage to persuade even ourselves that we have always preferred Beethoven. We still behave like French seventeenth-century aristocrats whenever we can, for most of us have not entirely abandoned the ancient absurdity that there is something vulgar about self-improvement.

Suppose, however, that it is not poor Liszt, but our furniture, our curtains, our wallpaper, that we have come to dislike, reluctantly but fervently. Proust exaggerated: our homes are not "alas, as fugitive as the years." There they stand, frequently strewn with embarrassing relics of a taste which did not survive, and yet defying us to change them, to confess publicly, that is, that we have learned something since our wedding day. Social

Please turn to page 133



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FIRST STEP TO BEING YOURSELF

CONTINUED FROM PAGE 130

k is not my subject, but it enter into any discussion of sive cultural exploration, for ng rid of the trophies of an ccessful expedition often calls n uncommon amount of reso-n.

e need another kind of cour-as well: the pluck to ignore in precepts which are great orters of the sleepy intellect. an be so elaborately afraid of ming dilettantes that we never me amateurs, in the best sense at word.

RHAPS you have been think-g that I am recommending a rficial kind of culture. I am, in y. And isn't, you say, a little ing a dangerous thing? I am t all sure that it is. Ten pages War and Peace" are merely r than no Tolstoi at all. Cer-a little learning about a many subjects strikes me as dangerous than more and more t fewer and fewer. Knowledge ny quantity is not dangerous elf.

e truth is that we parrot this old cliché when we want an se for our cultural inertia. It tter to be fickle than to con-It is better to skim than to down. There exists, in many ican kitchens, a vast and shy rance of snails masquerading effort to learn all that can be ed about fried chicken.

oreover, in our endeavors to to discriminate we should in mind that John Donne's us sermons can be amplified: *ing* is an island. Matisse has ry personal manner, but we ot know that without having the work of 300 other painters, not just a matter of influences, ugh we cannot hear what is doing if we have never l Vivaldi. It is also a question erspective and of reference s for our taste. The flavor of Camembert is not only Camembert, it is also not-Cheddar, not-Limburger.

Furthermore, our liberty is at stake. Locked doors are walls. So are the doors we never open. And so are the doors we don't know about. Only extensive cultivation can set your taste free. You may declare your independence of your Cubist decorator ten times over, but if you are acquainted with no other style you are still his captive.

We are all much too committed, too reverent, too docile in our tastes. I think everyone should set aside one day of each month for being outrageously dissident, as a calisthenics period for his faculty of disagreement. Remember that, short of defacing monuments, the rules for decent Christian behavior do not apply in the realm of the arts. So, every fourth Wednesday at least, betray your current masters. Be hypercritical, extravagantly unfair. The most sincere admiration for a great genius occasionally has need, like married devotion, of the refining effect of a little malice. Stravinsky (if he said it) was simply acting according to the evolutionary code when he remarked that there was, after all, some bluff in Beethoven.

Does extensive cultivation really yield results which are commensurate with the effort required? Let us assume, to keep the experiment under control, that you begin by rambling about in the well-ordered past. Even there you will encounter such a variety of experiences that your taste can, and probably will at first, evolve in a disconcertingly unorthodox way. I know an apparently conventional man, not a fool, who will argue all night that Richardson's *Pamela* depicts the human heart more accurately than does *Crime and Punishment*.

But you will have, as you take in more and more territory, a

(*Please turn the page*)



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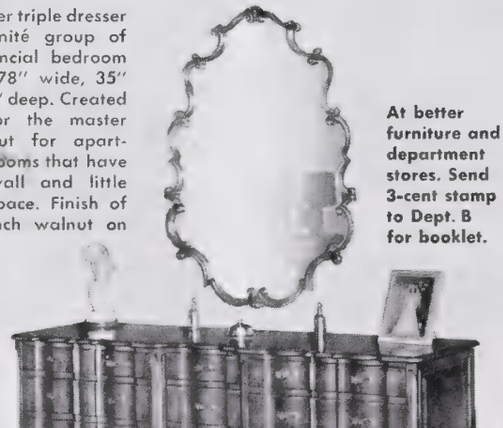
CONSULATE *vanity*



Pictured are the vanity and bench from our new Consulate group of Directoire-Empire bedroom furniture. The imported Swiss pearwood veneers are highlighted by columns of ebony black. The capitals and pediments are finished in metal leaf.

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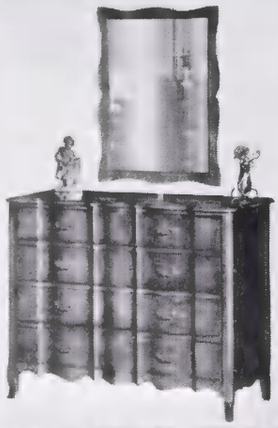
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FIRST STEP TO BEING YOURSELF

CONTINUED FROM PRECEDING PAGE

strong tendency to agree with the majority of those who have gone before you. For one thing, you will find that some of the sifting and elimination has already been done—irrevocably. For another, you will be recapitulating to some extent the evolutionary process by which our classics have come to be regarded as classics. The taste for Falstaff has survived the broad experience of millions of readers and theatergoers, and it would be surprising indeed if it should suddenly sicken and yield to a taste for the First Gravedigger.

In the immediate present, however, in the world of this evening's dinner, of tonight's movie, of this month's novel, you will be more and more independent as your experience widens. On your trips into the past you may have acquired a "personal" culture in the sense that you took possession of tastes that were already in existence. In the present you yourself will be participating in the exciting business of winnowing. You will be *creating* tastes.

And in your role of diner, buyer of furniture, wearer of hats, listener to music, looker at pictures, reader of poetry, you will be creating a demand for a new literature, new sonatas, new tables, new styles in clothes. You will be helping to shape a new culture. For at the center of all our highflown talk about the American opportunity in the Twentieth Century there lies a very simple fact: never before, in no other country, has the consumer been so powerful. *We, more than any other people in history, will get what we deserve.*

How will you know that you are succeeding? How can you know that you are behaving as a responsible consumer in a democracy should behave, that you have bibbed and looked and read and listened extensively to the point of connoisseurship? You will often find that your boldest private judgments are eventually confirmed by other people whose taste you respect, and this can be an exhilarating event. You will discover that you are not alone, that all your personal, exploratory, dissenting activity is part of a larger evolution. You will also have moments of mysterious recognition, moments when, confronted by a chair you have never seen before, you will use the curiously significant phrase, "That's it."

Yet you can never be absolutely sure, since to be sure would be an indication that your own evolution had stopped dead, literally. I hope, therefore, that you now see that the title of this article is not a tactless suggestion that you are culturally at zero. It is, in fact, a mild metaphysical joke. The "first step" to personal culture, to being yourself, is to open yourself to new experiences, and that is the only step. You are a cultivated person as soon as you take it. But in this we are all forever beginning.

* * *

THE first step toward individualism and personal culture begins at home, right in your bedroom. In the case of the bedroom shown in color on page 88, the owner has clearly applied free taste in her purchases as can be seen in the list of furnishings below:

Fabrics: Bedspreads, headboards, footboards, and small sofas covered in Fortuny "Crown" print, Elsie McNeil Inc., New York, N. Y. Fabric on chaise, Brunschwig & Fils, New York, N. Y. Hand-woven silk tweed drapery fabric imported from India, J. Lowell Groves, San Francisco, California.

Vertical blinds: Lattiswood draperies made of basswood staves, Columbia Mills, Inc., New York.

Floor covering: Silk carpet imported from India, J. Lowell Groves, San Francisco, California.

Walls: Visayan wall cloth imported from the Philippines, C. W. Stockwell, San Francisco, Calif. Plywood, U. S. Plywood Co., New York, N. Y.

Furniture: Chaise longue, Widdicombe & Meyer, Inc., New York, N. Y. Finnish table courtesy of Watson & Boaler, Chicago, Ill. Chair designed by Hans Wegner, courtesy of Georg Jensen, New York.

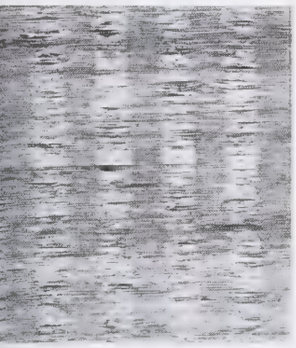
Lighting fixtures: Floor lamp beside chaise, Sleep Light Corp., Deep River, Conn. Double pin-up fixture over beds, Ledlin Co., New York, N. Y. Italian lamp on bedside table, Elsie McNeil Inc., New York, N. Y.

Art: "The Arsenal" painting (over bed) by Crowel, courtesy of Feragil Galleries, New York, N. Y.

Accessories: Marble-covered box and painted box, courtesy of Sophie Mavro, Inc., New York, N. Y.

DECORATOR'S DIARY

CONTINUED FROM PAGE 124



y grasscloth

it's simple since there's a
mum of furnishings and not a
kknack in sight. And it's little
er to keep shipshape than a
e enamelled kitchen.

and Mrs. Casson are so far
d of the rest of us in many of
ideas. they're usually taking
breath away. Can never get
to the way one or the other
bs into the family Bonanza on
hour's notice and flies up to
place in Maine just to explain
erson what the local carpenter
get through his head from
vings. So it took me quite a
e to catch on to what Mrs. Cas-
was talking about when she
underlining her need for
r-dinner" chairs. For a long
I thought she meant after a
er *party*. Kept explaining that
living room seating would take
of 16 people with ease. Yes.
that was fine. Just what she
ted. Now how about those
-dinner chairs? Don't remem-
when the light finally dawned.
it turned out that for all their
ng around the planet and the
energetic attention each of them gives to half a dozen different enterprises. their after-dinner hour is as much of a routine as brushing their teeth. Seems it consists in sitting comfortably and discussing the day behind them. the days ahead. the state of the nation and anything else that pops into their heads. Sometimes Mrs. C. combines it with whipping up the hem of a dress. sometimes Mr. C. reads aloud from the day's editorial pages or the play they saw last week. Sounds very much like a couple of prim Victorians—but in modern dress. And Mrs. Casson insisted they must have a pair of modern chairs. equally comfortable but not identical. "You know he likes his chair deep and low and I'm miserable if I can't sit up straight and plant my feet firmly on the floor."

Couldn't quite see how we were going to arrive at this ideal until I saw the "Mr. and Mrs." chairs Edward Wormley designed for Dunbar's "Centennial" series. The backs of both are identical. But the seat of "His" chair is lower. deeper. and bouncier because it has a loose foam rubber cushion. Covered in the same fabric. they look unmistakably a pair. But they make a more interesting. more informal group than if they were identical twins.

I like to think of Mr. and Mrs. Casson sitting in them and calmly discussing the world and its occupants. Maybe if more couples had "after-dinner" chairs we'd all arrive at more sober solutions of our common problems.

(Please turn the page)



"After-dinner" chairs

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modern is the keynote of this room decorated by Marion Quinlan, the noted interior decorator. This booklet shows this room in full color and describes its unusual accessories.

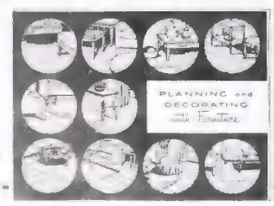


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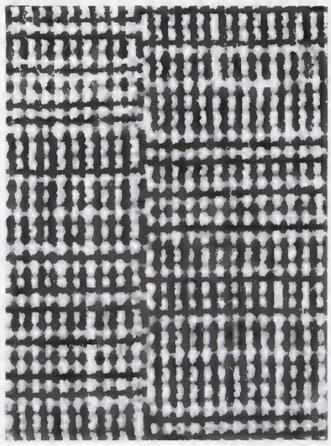
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DECORATOR'S DIARY

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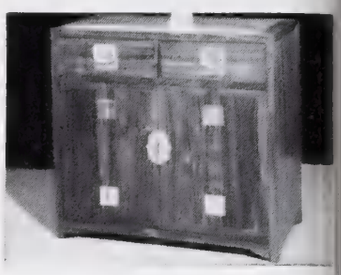
They started in such a small way, those imported Siamese silks. I remember oohing and aahing over the first samples that reached here, but wondering skeptically whether we'd ever see anything but samples. How wrong I was! Can't think of any new idea of late that's had more influence on fabric weaves, colors and textures. The scrumptious costumes in "The King and I" certainly had a hand in popularizing it. And now Thaibok Fabrics, the firm that started it all, has developed an upholstery tweed to keep the silks company. It's American this time, not Siamese. Designed by Jack Larsen and machine-woven of jute and cotton—very heavy, very rugged-looking. Sounds like a far cry from the glimmering richness of the silks, but oddly enough it has a family resemblance and looks hand-woven. Probably because the weave



Able-bodied tweed

has an irregular pattern that looks accidental like the random slubs that give texture to the silks. Decided to order it in black and white for the sofas in Mrs. Seymour's television room. The youngsters troop in there in droves so she was determined to have something very able-bodied. But sturdy, in her language, is no synonym for dowdy. She has no time for anything that isn't crisply smart.

Another find at Gracie's: a Chinese rosewood cabinet just about as simple in its elegance as any modern design I've ever seen. It's modern enough in make I'm told. They're shipping it from British Hong Kong. But the design is Seventeenth Century—an exact copy of a Ming piece. Never could see any virtue in the "exact copy," just for its own sake. But when th original is as right as this desig for the way we live today, I'm a for its reincarnation. It's elegand comes from the beautiful striping of the wood itself and the de framing of the larger panels wit narrow members in which the grai runs in the opposite directio There's no carving, no applie ornament, unless you'd count th



Hong Kong cabinet

shaped corner blocks at the bo tom of the case. Wax alone is us for the finish and against the ve vety warmth of the natural woo the white brass hardware, almo as simple as the case itself, mak a dramatic accent. Think I'll su gest it to Mrs. Acton as a silver-an linen chest for the dining ell of h living room. It will help pull t two areas together, since it doesn shout "dining room," and will co trast pleasantly with her furnitu of light Danish sycamore. —M.

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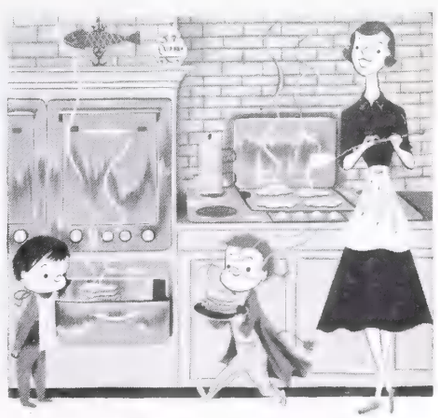
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By Charlotte Conway



DRAWINGS BY KELLY OESCHLE

Lives there the woman who doesn't want to lighten her housecleaning chores? Eureka helps the campaign on its way with their new "Roto-Matic" canister-type vacuum cleaner. Watch for these four distinctive features: a swivel top, so you can clean a whole room without moving the cleaner; attachable tools, which fit on clamps on the cleaner itself, go where it goes; a cord clamp (not shown) which locks the 21′ of cord to the cleaner when not in use; large disposable paper bag to eliminate hand emptying of bag.



Here are three good reasons for three cheers! They all have to do with Thermador's component ranges. First, all parts are "built in" so you can locate them at the most convenient spots. Next, a new range top adds a "middle griddle" to the usual four cooking units. Whole top measures 45″ long x 21¾″ wide x 10¾″ deep. And finally, there is a new, separate warming drawer for keeping food and dishes warm. Allow 22¾″ width, 16⅛″ height for this. Ovens, with or without full controls, can be bought singly or in pairs.

(*Please turn the page*)

The Joneses turned Green with envy...



. . . when they saw the truck delivering our new Mueller Climatrol. She rushed over to see me right away. "We got tired of those incessant trips to the basement," I told her, "tired of being either too hot or too cold, tired of dirt. We thought it was foolish to put off having the convenience, health and comfort of automatic heat any longer. Wanting to get *the best,* we naturally selected *Mueller Climatrol*".

I guess this is one time the Joneses are trying to keep up with us; I hear they now have Mueller Climatrol heating, too.



TIPS ON HOME HEATING

FROM YOUR MUELLER DEALER

Mueller Climatrol — with 96 years of experience — has the most complete line of heating, air conditioning and cooling equipment for your home. That's why — no matter what your needs, or what price range your budget allows — you'll find a Mueller Climatrol best suited to serve you. Mueller dealers have an easy payment plan so that you can enjoy the advantages of automatic heat now, at low cost. Let us send you our 12-page, colorful free booklet, "Accent On Comfort". Use the handy coupon below.

96th Anniversary

Mueller Climatrol

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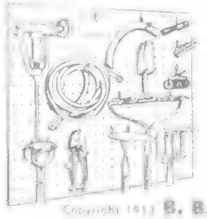
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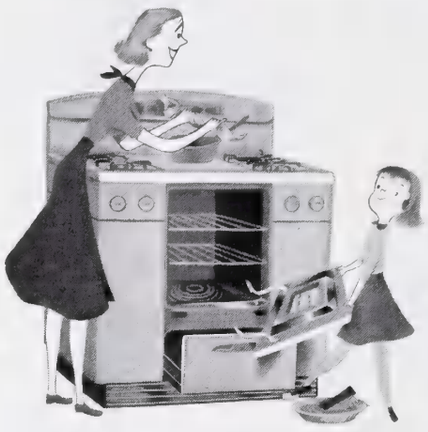
Now you can keep those dozens of kitchen utensils neatly arranged and easy to reach. Over 400 holes in the 20x23 inch gleaming white board provide hundreds of arrangements with the 24 easily interchangeable hooks. 4 spring clips are provided for clipping recipes, notes, etc. to the board. Get two when you buy—because friend husband will want one for the toolshop or garage. See your dealer now—if he doesn't have the "PEG-BOARD" Hook Rack yet, send $3.98 to receive yours, postpaid.

$3.98 complete

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TAKE IT EASY, LADY!

CONTINUED FROM PRECEDING PAGE



Whether you like it or not, every so often you have to clean your range. And you'll probably like it, if you own the Tappan gas range with the oven door that lifts off. Take off the door (you don't need any tools) and put it to one side. Now you can reach the inside of entire oven with the greatest of ease. Another stretcher-saver on this Tappan range is a small pedal which controls broiler. Just touch pedal with your foot, without bending or using your hands, and out comes the broiler. This way it's easy to see what's cooking.



Water hot enough, soft enough, and with enough pressure back of it, is necessary to proper functioning of any dishwasher. If these conditions are not ideal in your home, look into the new James portable dishwasher. An immersion heating element, which goes to work when the last water cycle comes in, solves temperature problem. A container releases water softener into last rinse water to solve the hardness problem. Timer waits for water to reach proper level before starting cycle, adjusts washing time to water pressure.



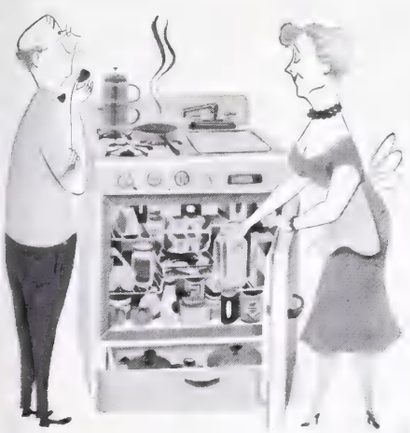
If the reason you don't have a home freezer is that you think you don't have room for it, your last excuse is gone. For the Deepfreeze Division of Motor Products Corp. has brought out an upright freezer, an identical twin of the Deepfreeze refrigerator. Good and big in capacity (holds 400 lbs. of frozen food) but takes up only about half the floor space of a chest type of freezer of same capacity. Food is easy to reach on any of five shelves or three door racks. Each shelf acts as a quick freezer, speedily freezes food to zero.



Remember the steamy smell in the old-fashioned laundry? None of that when you have the Frigidaire Filtra-matic dryer to dry wet clothes. Engineers have equipped it with what they call a Filtra-matic condenser, which, without venting, removes moisture that steams up windows and condenses on walls, and lint with it. Warm moist air passes through Filtrator tubes, condenses, trapping lint, and both drain into drain below. Flexible drain tube carries water and lint to floor drain. Rust-resisting porcelain finish inside and out.



Ever back into a bathroom heater accidentally, and wish you hadn't? It's physically impossible to back into the Heat-A-Lite, made by NuTone, Inc., because it's installed in the ceiling. This one fixture is not only a heater, but also a ventilating fan and a light. It furnishes heat for any area up to 575 cubic feet, then recirculates warm air by means of a powerful fan, and forces it down to give uniform warmth from floor to ceiling. Heat-A-Lite comes in several different models, finished in chrome or chrome and white.



No excuse now! You *do* have room enough to cook your own meals! You do, that is, if you have one of the combination sink-range-refrigerator-storage units made by General Air Conditioning Corp. For it occupies less than five square feet of floor space. You can have it with three gas burners, as shown; with three electric surface units for 220-volt installation, or two electric surface units, for 110-volt use. Refrigerator section holds a lot of food and tall bottles. Drawer holds enough pans for light housekeeping.

Here's something NEW in

WAGNER Magnalite

Has 4 times more cooking surface

the Gourmet Pan



Cooks the most wonderful food in the world!

- It's a SAUCE PAN—holds two frozen food packages.
- It's a SAUTE PAN—fries and browns beautifully.
- It's a BRAZIER—browns and tenderizes meats.
- It's a STEW PAN—holds two cans of soup.
- It's a CASSEROLE—heat-proof knob and handle can go in oven.

a most acceptable Gift

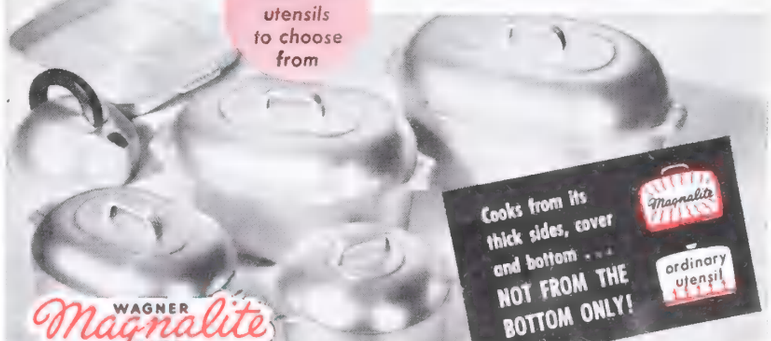
You can't give or use a more beautiful or more practical utensil than Wagner Magnalite. Its gleaming beauty and polished surfaces will thrill you—and bring new enjoyment with each and every usage.

Covered pieces cook like miniature ovens—use less heat—bring out all the delicious flavor of your favorite foods.

Handles are heat-proof . . . can be used in the oven . . . they are designed to fit your hand . . . will not turn or loosen with use. Two straining and pouring lips let you strain or pour from either side and regulate the stream from a mere trickle to a full flow. An advantage every woman has wanted in a cooking utensil.

Thick cast construction is almost indestructible . . . keeps its shape through years of use. Magnalite is easy to own. Sold by leading stores everywhere as a complete set or one piece at a time. Moderately priced. The WAGNER MANUFACTURING COMPANY, Dept. 81, Sidney, Ohio, U.S.A.

15 beautiful utensils to choose from



WAGNER Magnalite

"STAINLESS"

The GIFT she will prize . . . and remember always. Truly, the "most beautiful of all cooking utensils."

WAGNER MANUFACTURING CO., Dept. 81, Sidney, Ohio

Please tell me more about beautiful, practical Magnalite and why it makes such a lovely gift.

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Address_____

City_____ State_____

No obligation. A postcard will do.





DECORATING ADVICE BY MAIL

If you're decorating or refurnishing your home, House Beautiful offers you this personal service

How many times have you said: "If I could only talk to someone who really knows decorating, I could whip that room into shape"? Well, here is your big opportunity. HOUSE BEAUTIFUL is offering you the consulting services of Elaine Neal, an expert who knows the home furnishings field inside out.

This is not a service handled by a department or a group of people. It is a truly personal service done by one person for one person. In other words, every room is visualized as a unit and seen through one pair of eyes from start to finish. We believe that this is the only way to achieve a thoroughly satisfying room scheme. But so personal and complete a service is not a matter of a few minutes' thought and the typing of a form letter. Before a line can be written, your problem calls for thoughtful evaluation, experiment with color and furniture placement, and a re-evaluation of our suggested solution before it is sent to you. All this takes time. And since so many readers turn to Mrs. Neal for advice, we urge you to allow her plenty of time to give you her best efforts.

Mrs. Neal tries to get her answers out as promptly as possible, of course, and this usually means within three or four weeks. But at certain seasons—particularly in the spring and fall—the mail piles up at such a rate that the time lapse can be quite long. And the only fair thing is to answer the letters in their proper turn. Therefore, we ask you to be patient with us should your answer not reach you within the three- or four-week limit.

Try to send in your plans and information well ahead of the date by which you wish to complete your rooms. and follow carefully the directions on the opposite page.

This is what you should send us:

1. Send us a floor plan drawn to ¼-inch scale, showing window and door placements, giving measurements and dimensions, ceiling height, and distances fireplace or jogs extend from wall. Indicate the location of radiation, pipes, and electric outlets. Tell us the kind of windows you have, whether sash or casement, small or large panes, the distance of sills from the floor. Tell us in what direction the windows face, and if the room is light or dark.

2. List your favorite colors, and tell us which styles of decoration and furniture you prefer. Describe the furnishings you wish to keep and what you desire to buy new. Tell us whether your taste leans to wallpaper or paint.

3. Describe your location, whether city, suburban, or country. If there is a particular condition which must affect your choice of furnishings, please mention it. State your problems clearly in separate paragraphs. The more carefully you follow the instructions, the more helpful you will find the decorating advice you receive.

This is what we do for you:

1. We will send your floor plan back to you, showing your furniture arranged in a comfortable, balanced manner.

2. We will suggest color schemes and send color guide samples of wallpaper, paint colors, and fabrics. We cannot, however, guarantee fabric distribution in all regions, but our samples will serve as guides for your shopping.

3. We will suggest draperies, accessories, and the placement of pictures, mirrors, and lamps.

4. We will send you this information—four pages of it—clipped together in an orderly, easy-to-refer-to portfolio, 8″ x 10″. All samples will be pasted down neatly and securely on the pages so you won't mix them or lose them.



ELAINE NEAL ***House Beautiful's Decorating Adviser***

Address her at HOUSE BEAUTIFUL, *572 Madison Avenue, New York 22, N. Y. Give all the important facts. Allow at least 3 weeks for reply. Remember to include fee of $10 for a living-room scheme, $5 for each other room. Make your checks payable to* HOUSE BEAUTIFUL *Magazine.*

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You'll enjoy Hamilton's helpful new book on automatic clothes drying. For your free copy write today to Home Service Department, Hamilton Manufacturing Company, Two Rivers 12, Wisconsin.



✳ For your health's sake . . . for complete relaxation and enjoyment . . . visit Sun Valley this winter. It's a delightful, easy-to-take tonic . . . skiing, skating, warm-water, outdoor swimming and joyous evening hours. Nature's big, white blanket soon will be spread. Plan now to see this land of sun and fun in Idaho's Sawtooth Mountains. A robust, western welcome awaits you!

FOR RESERVATIONS

and complete information, address Winston McCrea, Mgr., Sun Valley, Idaho, or Union Pacific Railroad, Room 1740, Omaha 2, Nebr., or see your local travel agent.



HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 62

continue, of course, to fly regularly from New York to Scandinavia and all Europe. So if you want to beat the rush before the North Pole trekkers start moving in, better book now.

New England Mardi Gras

The carnival spirit, rampant in so many southern vacation spots this time of year, has ventured north to the snowy ski slopes of Vermont. The fine flurry of carnival events you will find throughout the state during late February owes its inspiration to George Washington and to midyear vacations in so many eastern colleges. Events themselves are less Latin than New England and predominantly young. Even if you can't keep up with the hordes of students swooping up and down the slopes, you'll like being around, particularly for these, all on or close to Washington's Birthday:

At Burlington, the University of Vermont Winter Carnival, highlights: the annual Kake Walk, ice sculpture.

At Middlebury, Middlebury College Carnival, with ski-jumping, cross-country races, ice sculpture, and considerable social whirl.

At Waitsfield, the fourth annual Mad River Carnival: races, torchlight skiing, a carnival queen, music, and dancing.

At Stowe, the Mt. Mansfield Ski Patrol Ball, square dancing, and other events.

At Big Bromley, an outdoor spectacle with torchlight slalom and fireworks, a queen on an ice throne, ski races, square dancing.

At Lyndonville, traditional harness-racing on the snow, a banquet built around oyster stew, inter-collegiate ski championships.

Wait a minute!

Before you shut that suitcase lid on your ski-trip equipment, have you included these, suggested by the Shell Oil Travel Bureau as not necessarily standard but nonetheless necessary? A sewing kit, because something is always ripping when you tumble. More handkerchiefs, because cold weather so often means constant sniffling. An overnight robe, because the bath is so often "down the hall." A waterproof case for cigarettes and matches. A whisk broom for your car, to brush the snow off after you finish skiing.

Fall where they may... guaranteed not to chip!

No "handle with care" signs needed for these beautiful dinnerware patterns. They're molded of Melmac® and guaranteed for a year against chipping, cracking or breaking.



Starter sets and open stock at fine stores from coast to coast.

Ask to see them at your store, or send coupon for folders illustrated in color:

International Molded Plastics, Inc.
Dept. HB 253 ▪ Cleveland 9, Ohio

Please send me Brookpark and Desert Flower folders:

Name

Address

City State

I buy dinnerware at

Said with flowers

At Orlando, Florida, where every shining blossom proclaims a city where everyone loves flowers and most grow them. See them in February on the annual Azalea Garden Tour; March 28 and 29 at the big annual Flower Show. See them any time on one of the scenic tours arranged by the Orange County Chamber of Commerce—address, County Court House, Orlando, Florida—which routes you in your own car through the lake studded and, right now, flower bedecked residential sections of Orlando itself, and through choice sections of the surrounding country. Stop at the Mead Botanical Gardens, between Orlando and Winter Park. They are now featuring hybrid orchids and camellias.

At Williamsburg, Virginia, which uses its own eighteenth-century gardens as a textbook for an annual Garden Symposium—two three-day sessions March 9 and March 18. This year's Symposium, sponsored jointly by Colonial Williamsburg and *Flower Grower* magazine, will give you authoritative discussion on landscape design, flower arrangement, garden photography, and kindred subjects and will round out the program with tours of Williamsburg gardens. Each of these, from the grandiose boxwood geometrics at the Governor's Palace to the tinies pleasure garden, is already touched by spring. "Plusses" are visits to near-by plantations and a candlelight concert at the Palace. Write Mrs. Alma Lee Rowe, Registrar, Goodwin Building, Williamsburg, Virginia.

At Heemsted, near Haarlem, Holland, where *Flora 1953* will revive after 18 years one of the world's great International Flower Shows. Dates are March 14 to May 14. The place is Groenendaal, a 60-acre estate dating back to 1600, beautifully laid out and planted and boasting Europe's largest rock garden. Here you will find a series of notable indoor flower shows, flower auctions like those at Aalsmeer, various exhibits of flowers as they contribute to fashion and interior decorating. Simultaneously, the time-mellowed buildings of near-by Haarlem will be illuminated nightly, its streets and squares will blaze with fountains of light

nd Franz Hals will be on display
always at the museum named
ter him. You will want to visit
so near-by Lisse, where the an-
ual Bulb-flower Exhibit at Keu-
enhof, March through May, is
nother of Holland's great spring-
me floral displays. Information:
ne Netherlands National Tourist
ffice, 10 Rockefeller Plaza, New
ork 20.

Wilmington, North Carolina, e city of "more than a million" aleas. From March 26 to 29, the ge Wilmington Azalea Festival fers a series of festival events, emed toward Easter, and some ly notable floral displays. Wil-ngton's beautiful municipal parks ll blaze throughout March with alea pink and red, and there will magnificent showings right out-de of town at Airlee Gardens and Orton Plantation, from whose ursery you can order plants for ur own garden. You may want to ay over for the $10,000 Azalea pen Golf Tournament, part of e P.G.A. winter circuit and heduled for Easter week end. rite the Wilmington Azalea stival, Woodrow Wilson Build-g, Wilmington, North Carolina.

Natchez, Mississippi, which uses azaleas as it does its hoop-irts and crinoline, Confederate geant and Negro spiritual, to ake even more poignant its an-al Pilgrimage into the past. This ar dates are February 28 through arch 29. Holly Hedges, re-ored by architect-decorator Earl art Miller of Dallas, is the most cent addition to the list of houses en during the Pilgrimage. This ings the number to an impressive , divided among six half-day irs of five houses each. You can all or any part of this either in ir own car, with colored signs guide you, or with transportation de available by the Natchez grimage. Write the latter for ormation and for overnight res-ations at antebellum homes. ite direct for reservations at Eola Hotel, Natchez Hotel, or llemont Motor Court.

The right clothes

Clothes may not actually make trip, but they can do much to ke the trip more comfortable. ithern cruise clothes, for in-nce, should be bought not just h the idea of baring yourself beautifully as possible to the . In most Caribbean and South erican ports, in fact, you'll not y feel cooler, but infinitely more able, if you cover up, even to long sleeves and a high neckline. Nor are all southern ports necessarily hot. Bermuda not only frowns upon attire too exposing, but her semi-tropical climate requires this time of year, sweaters and a topcoat. You'll need wraps also for such South American cities as Caracas, which is high, and for Rio, which is ringed by mountains, so that most sight-seeing is up and down, from low and warm, to high and cold. And while informality is wonderful in its place, there are many spots both in the Caribbean and in South America where it has no place at all. At many of the former's lusher hotels and resorts, in any of its larger cities, sports clothes are literally for active sports; spectator sports, from window shopping up, are something else again. Dining and dancing are reasons to dress up also. And in Rio or Buenos Aires, you'll be glad you brought along that good little black number, your fanciest hat, your gloves, furs, and jewels.

New goal

Corsica, the small island just off France's Mediterranean coast, which is so well known to Napoleon fans, is too little known to the traveler in search of something different. The principal city, Ajaccio, you reach from Marseilles or Nice, by ship every five days, by air three times a week. Its hotels are comfortable, and though by no means comparable to the de luxe establishments characteristic of the Côte d'Azur, they are much less expensive. The island itself, about which you can move by train, is wild, romantic, exciting. Its scenery is dramatic; likewise its cuisine, which includes such notable Corsican dishes as *terrine de merles*, of all things, a *pâté* of black birds; a Corsican version of bouillabaisse, wonderful fritters, a variety of cheeses, notably blue, several unique ways to serve pork, and a piquant, heady Corsican wine.

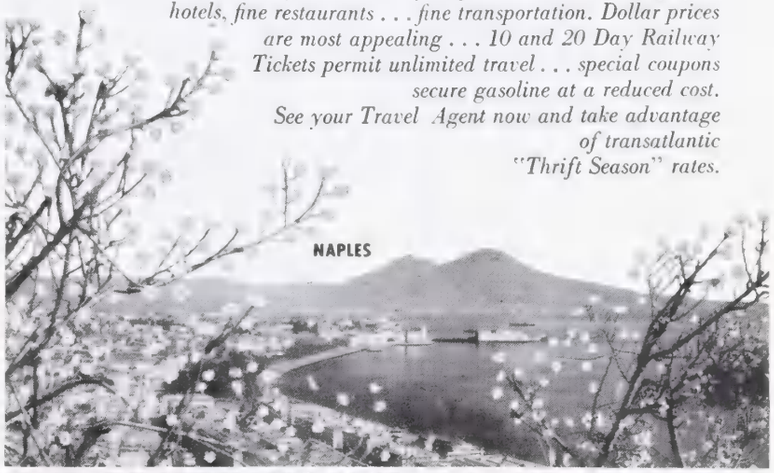
All-round vacation

They're golfing at the Greenbrier. But any time you go, this famous hotel, open all year, is itself a vacation, whether you golf or not. It is a place of great beauty, magnificent grounds with the West Virginia mountains all around, and Dorothy Draper décor inside. The very ease with which you are served here bespeaks the fact that The Greenbrier has been taking care of people the nice way for a long, long time. It is a complete town in itself, with its own post office, an indoor pool, sulphur baths and

(*Please turn the page*)

Spring is a gay companion in **Italy** *. . . the sun's beloved land*

From sheltered Alpine valleys to Sicily's sun-drenched beaches . . . spring decks Italy with new beauty and new activities . . . enchanting the visitor fortunate enough to be her companion. The glories of a Roman Easter highlight a vibrant mosaic of impressions—Venice, Lake Como, Pisa, Florence, Capri, Assisi—each name bespeaking volumes. Warm hospitality awaits you wherever you go . . . revealed through fine hotels, fine restaurants . . . fine transportation. Dollar prices are most appealing . . . 10 and 20 Day Railway Tickets permit unlimited travel . . . special coupons secure gasoline at a reduced cost. See your Travel Agent now and take advantage of transatlantic "Thrift Season" rates.



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HAVE YOUR OWN FIRE DEPARTMENT
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They're models of efficiency, these **INDIAN FIRE PUMPS.** Ideal for building and home fires, also forest, grass and field fires. NO EXPENSE FOR UPKEEP—use **only clear water.** Excellent for all spraying, including weed and brush killing. Write for **FREE** literature.

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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

medical clinic, a little Fifth Avenue of alluring shops, a supervised playroom for the children, and plenty of pleasant things to do, even indoors. Even the rates are guaranteed to sooth frayed nerves, being, not what you might expect, but from only $32 a day for two, including excellent meals.

Down the river

One of the many reasons for visiting Jamaica's North Coast is that you can now get in on one of the island's more unique pastimes—river rafting. Not that river rafting is anything new. For a long, long time the Jamaican has used delicate, lashed-bamboo rafts, guided by bamboo poles, to carry himself, bananas, and an occasional tourist up and down the Rio Grande River. But the interest of Errol Flynn of the movies, who owns and is enlarging, the Titchfield Hotel at Port Antonio, and Patrice Wymore, his wife, who will be opening a new hotel there within the year, has spotlighted river rafting lately, so that more and more tourists are discovering what fun it is.

On a typical trip, you drive five miles up river, raft seven miles down, about two hours' worth. And though the 17 rapids you maneuver are gentle as rapids go, even less hair-raising than you may have anticipated, the close-up you get of the lush Jamaica scenery is alone worth the price of the trip.

Recommended costume: a bathing suit. For the trip itself, you'll sit on cushions on a safe, dry, "upper deck." But you'll want to be ready for a quick dip in one of the clear, cool pools en route.

Open door

If you are plotting your travels for 1953, remember that Japan is planning an Open Door Festival this year to mark the 100th anniversary of the visit of Commodore Perry. Actually, Japan has already opened that door wide to the tourist. The Japan Travel Information Service, opened just last summer at 10 Rockefeller Plaza, New York, will brief you on recent changes for the better. Your travel agent will point out a variety of air and water tours that you will enjoy.

Meanwhile, watch for news about the new Japan International Airline, soon to be operating between San Francisco and Tokyo. Things seem to indicate the imminence of low trans-Pacific air tourist rates similar to those which went into effect trans-Atlantic last spring.

THE MIX-OR-MATCH IDEA GROWS

CONTINUED FROM PAGE 96

When your table-setting wardrobe contains two or more variations of one pattern in sterling flatware and a selection of china and glassware in harmonizing colors, you can create a new combination for every course. Here is a complete list of the ingredients for each of the settings on page 97.

Dinner Setting

Sterling: "Thread of Gold" group, using "Golden Wheat," "Stardust," and "Gold Tip" patterns. The Gorham Company, Providence, R. I.

China: "Dignity" pattern dinner and bread and butter plates. The Rosenthal-Block China Corporation, New York, N. Y.

Glasses: Crystal goblet, Duncan & Miller Glass Co., Washington, Pa.

Tablecloth handwoven by Helen Kramer, New York, N. Y.

Cigarette lighter: "Georgian" pattern. Ronson Art Metals Works, Inc., Newark, N. J.

Venetian glass shells holding grapes, courtesy of Bonwit Teller, New York, N. Y.

Salad Setting

Sterling: "Gold Tip" and "Stardust." The Gorham Company, Providence, R. I.

Tableware: "Roulette" porcelain by Arzberg of Germany, courtesy of Saks Fifth Avenue, New York, N. Y. "Dignity" bread and butter plate, The Rosenthal-Block China Corp., New York, N. Y.

Dessert Setting

Sterling: "Stardust." The Gorham Company, Providence, R. I.

Tableware: Royal Worcester "Lavina" dessert plate, Worcester Royal Porcelain Co., New York, N. Y. Finger bowl courtesy of Plummer's Ltd., New York, N. Y.

12 GOURMET SOUPS FROM CANNED CONSOMMÉ

CONTINUED FROM PAGE 111

Potage au Jambon

For two persons: One slice lean ooked ham, cut *en julienne* (into in strips), one stalk of fresh oung celery cut into very thin ounds; two tablespoons heavy veet cream.

Bring to a boil a can of un-luted condensed consommé, beef chicken, add the ham, sim-er for two minutes. Take it f the fire, stir in sweet cream, ss in the uncooked celery rounds, d serve.

* * *

Austrian Bread Soup

For two persons: Four thin ces brown bread (the tasty, hard riety—pumpernickel or sour e), cut into pieces, half a cup ur cream, paprika.

To a can of undiluted con-nsed beef consommé add the own bread cut into pieces, stir, ing to a boil, lower flame, and ok for five minutes. Remove from e, stir in half a cup of sour eam, and serve at once, very hot, th a good sprinkling of sweet prika.

* * *

The next three soups have whole gs whipped into them, a process ich is quite common in Italy, eece, and China.

La Stracciatella

For two persons: One or two ole eggs, lemon juice.

Bring to a boil a can of un-uted condensed beef or chicken nsommé. Break an egg or two o a bowl, season with a few ops of lemon juice, and beat htly. Put the egg into the boil-g consommé, and whip the soup a minute till the egg is cooked. t at once.

* * *

Zuppa Mille Fanti

For two persons: One whole egg, ree teaspoons breadcrumbs, three spoons grated Parmesan cheese, ree tablespoons cooked green as (or uncooked frozen peas), tmeg and freshly ground pepper. Bring to a boil a can of undiluted ndensed consommé. Meanwhile, x in a bowl a whole egg with eadcrumbs and grated Parmesan. son with a grating of nutmeg l pepper. Stir this mixture, little little, into the boiling consommé. x rapidly and well with a whip. Then add green peas and simmer for three minutes. Give the soup another whipping at the moment of serving.

* * *

Consommé Chinoise

For two persons: One whole egg, one cup of raw spinach, coarsely chopped, few drops of lemon juice.

Bring to a boil a can of undiluted condensed beef or chicken consommé. Add spinach. Lower flame and add lightly beaten egg. Stir very well, cook for three minutes. Squeeze in some lemon, and serve at once.

* * *

Spanish Garlic Soup

For two persons: Three cloves garlic, finely chopped, four thin slices French bread, one tablespoon olive oil, freshly ground pepper.

To a half can of undiluted condensed beef consommé, add an equal quantity of water, and bring it to a boil. Meanwhile, very lightly brown chopped garlic in olive oil, and as soon as it takes on color, add the slices of bread, pepper them, and cover with the boiling consommé. Boil for one minute and serve as is.

* * *

Fresh vegetables are the main feature of the following three soups:

Consommé Printaniere

For two persons: Three or four radishes, an inch of cucumber, an inch or two of zucchini, a small inner stalk of celery, all cut into transparent-thin rounds.

Bring to a boil a can of undiluted condensed consommé, beef or chicken, and pour it, boiling, over the vegetables. Eat at once.

* * *

Consommé Portuguaise

For two persons: Two tomatoes, peeled and seeded and cut into thin strips; two tablespoons chopped hard-cooked egg.

Bring to a boil a can of undiluted condensed beef consommé, add the tomatoes, lower flame, and cook for two minutes. Serve boiling hot, sprinkled generously with chopped hard-cooked egg.

* * *

La Chiffonade

For two persons: One cup of fresh Boston lettuce and a half cup of watercress, both finely shredded; two tablespoons of heavy sweet cream.

Bring to a boil a can of undiluted condensed chicken consommé, add lettuce and the watercress, and

(*Please turn the page*)

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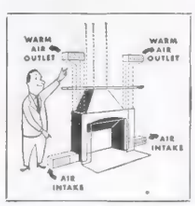


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12 GOURMET SOUPS FROM CANNED CONSOMM

CONTINUED FROM PRECEDING PAGE

boil for two minutes. Remove from flame, cloud with heavy cream, and serve at once.

* * *

This soup gives a *haute cuisine* polish to your dinner party:

Cream of Chicken Windsor

For two persons: Two egg yolks, ¼ cup heavy sweet cream, lemon and chives.

Bring to a boil a can of undiluted condensed chicken consommé. Break two egg yolks into a cup and mix with the cream and a few drops of lemon juice. Remove the boiling consommé from the flame. First add a few spoonfuls of the consommé to the cup with the egg mixture and stir rapidly, then slowly add the egg mixture to the consommé and stir well. Return consommé back to flame and heat it gently to thicken it. Stir till it coats the spoon. Pour it at once into a waiting tureen, sprinkle with fresh, chopped chives and serve at once.

* * *

The last two soups which follow are substantial enough to do for a main dish, supper, or luncheon.

Zuppa Alla Pavese

For two persons: Two whole eggs, two thick slices of crusty bread (preferably French), grated Parmesan cheese.

Bring to a boil a can of undiluted condensed beef consommé. Fry two slices of bread in a little butter to a golden brown; warm two soup bowls or plates and put a slice of the fried bread in each. Then quickly poach two eggs i your boiling consommé until the are just done, remove them with out breaking and place them o top of the bread. Sprinkle egg and bread thickly with grate Parmesan cheese, pour the boilin consommé (half for each plate over everything, and rush to th table.

* * *

Croute au Pot

This looks particularly attra tive served in individual brow earthenware bowls or pots.

For two persons: Anything yo happen to have left in the way cooked vegetables: carrots, cal bage, turnips, string beans, eve a little boiled potato (enough make three tablespoons when c into dices), half a dozen two-inc lengths of crusts from a loaf French bread, a little olive o grated Parmesan cheese. Optiona a little boiled beef, also diced.

Heat a can of undiluted co densed beef or chicken consomm (a mixture is very good), add veg tables (and beef), keep hot. Mea while, brown breadcrusts in t oven. Use long French bread c lengthwise (flutes), with son of the crumbs taken out. As th are browning pour a little oli oil over them. When these crus are browned, put a few into ea soup bowl, pour the boiling so over them, sprinkle thickly wi some grated Parmesan cheese, a put the bowls under a hot broil for a minute or so until the surfa is browned. Serve bubbling hot.



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A BETTER WAY TO COOK VEGETABLES

CONTINUED FROM PAGE 91

HOUSE BEAUTIFUL's own food consultant, have been telling us not to pour cooking water down the drain, because we are pouring out many water-soluble vitamins, sugars, salts, and water-dispersible proteins, which "can be nutritionally serious." With my system there is nothing to pour. All the goodness is right there still in the vegetables. This new method does not require the purchase of any new pots and pans. Just a stainless steel frying pan with a tight lid and a couple of lettuce leaves do the trick in most cases.

Before I talk cookery, here are a few general words that matter.

I suppose I should skip the p talk about buying and proper caring for vegetables once you g them home. But so many wom don't seem to realize how imp tant this is. Never buy a limp veg table. You can't revive it; it has l its flavor and some vitamins. Af selecting fresh vegetables, st them in covered containers in yo cool room or refrigerator. If y cannot get top freshness in ve tables, it is far better to get t frozen ones, for they are pick and packed at their peak.

I have a few other pet theor that I practice. I never peel a thing unless it is absolutely nec

y. I never use water unless it bsolutely necessary. I never salt ing cooking, as this dries and ghens vegetables.

or instance, in cooking lima ns, I do not shell them until r they are cooked. I fling them the frying pan with a cup of er and cook 25 minutes. You e never eaten a lima bean so et and delicious and so much er to prepare, for the pods come with ease. Acorn or any small ter squash goes into my oven le. True, it takes a little longer, its juiciness and sweetness are at rewards. When you open n, scrape out the seeds, cut into ing portions, add butter, salt, hly ground pepper, a little ted nutmeg, and you have a treat.

believe that nature imparts dness to all parts of the vege- e and that we should try to in it. I use the little tender en leaves of the cauliflower, and ways throw in some of the pods eas when cooking them. (I use en peas, but buy a handful of h peas to get the added flavor he pods.)

consider monosodium gluta- e (m.s.g.) a "must" seasoning many mild-flavored vegetables, a dash of sugar helps most etables. You can add your pet ors, shallot, green onion, garlic, Beau Monde seasoning at the inning. And remember it is h better to undercook than rcook. The Orientals all cook r vegetables very lightly and r thin slices and crunchiness a delight. Even carrots can be- e a sensational vegetable cooked his simple way with a minced b flung over them.

* * *

think the French must have ted the lettuce leaf idea, for s Bonne Femme when cooked lettuce, small onions and sugar an inspiration.

Peas à la Bonne Femme

ckages frozen peas
ound fresh peas
ead lettuce broken in small chunks (or 1 small head Boston lettuce)
en onions, chopped
spoon sugar
spoon m.s.g. (monosodium glutamate)
blespoons butter
blespoons chopped parsley
blespoons chopped chives
easpoon Java Cracked Pepper (Spice ands)
y leaf (optional)
blespoons butter, added last

to a frying pan put the lettuce, ped green onions, sugar, but- m.s.g., pepper, and bay leaf. the pods from the fresh peas. k the frozen peas in as small as possible. (This is easily achieved if you unwrap the peas 15 minutes before ready to cook.) Scatter in the few fresh pea pods, put on the lid, bring to a quick boil, turn off the heat and allow to steam one minute. Remove bay leaf, pods, and lettuce. Add more butter, chopped chives, and parsley. Stir well. Dish up in a hot serving plate and serve at once. This succulent delicacy is the most overcooked vegetable in the world. Don't ruin yours by allowing it to sit for ages before serving. Serves 8.

* * *

String Beans

Allow two pounds for eight, if they are to be Frenched and served as a vegetable with the meat. But if served by themselves as a first course, order three pounds for eight.

2 tablespoons butter
¼ teaspoon sugar
½ teaspoon m.s.g.
¼ teaspoon Beau Monde seasoning (Spice Islands)
1 green onion, chopped
½ cup water

If you want to serve them as a first course, leave whole. The cooking time is 25 minutes. After they reach the boiling point, turn heat to low. If you run them through the "Beanex" (that gadget that strings and Frenches them all in one maneuver), then the cooking time is eight minutes.

I would use two frying pans for the beans for eight, as there is that old element of time again. The fewer in the pan the quicker they cook and the better they taste. Bring to a quick boil, turn heat to low, etc. If you do use two pans, use half the amount of seasoning given above for one pan and then the same amount for the second pan. The only difference is change the amount of water to a third of a cup for each pan. For added flavor add two tablespoons chopped chives and chopped crispy bacon. Another herb that enhances string beans is thyme. A rounded quarter teaspoon well mashed in your hands can be added at the last minute when you add the chives. Fresh thyme is preferable. Use twice as much as the dried. Serves 8.

* * *

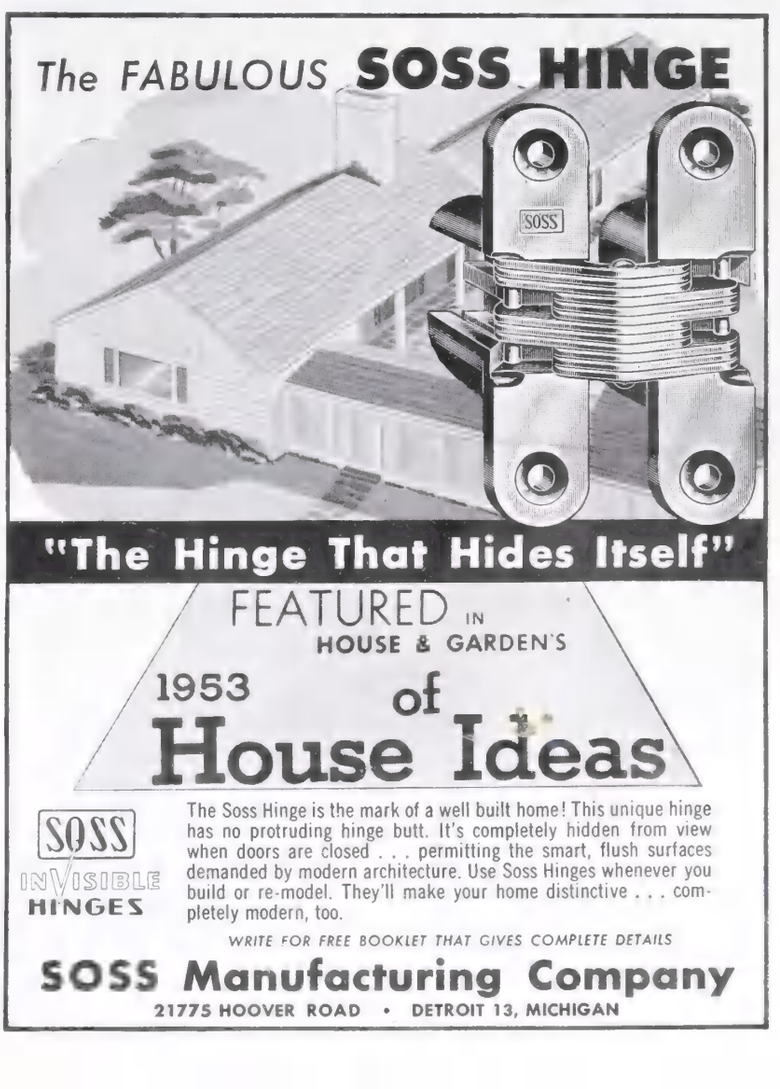
You have never really enjoyed beets until you try them my way, as in the following recipe:

Beets in Butter

10-12 medium beets
¼ teaspoon sugar (unless beets were just picked from your garden)
3 tablespoons butter
1 teaspoon m.s.g.
1 heaping tablespoon chopped chives or parsley
2 large lettuce leaves

(*Please turn the page*)







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A BETTER WAY TO COOK VEGETABLES

CONTINUED FROM PRECEDING PAGE

Peel the beets. Then slice thinly, or julienne them with one of those little tools you use for making French fried potatoes. Put butter in frying pan, add sugar, m.s.g., then the beets and the two lettuce leaves dripping with water. Run the leaves under the faucet and immediately spread out carefully over the beets while the lettuce is still dripping. Cover and cook over low heat 25 minutes. Remove the lettuce leaves. Salt to taste and add a few twists of the pepper grinder, sprinkle on the chives and/or parsley, mix well, and serve immediately in a hot serving dish. They are the most beautiful red and, you'll have to admit, are more delicious than any beets you've ever tried. Serves 8.

* * *

Carrots with Herbs

2 bunches carrots (the smaller the better)
2 tablespoons butter
¼ teaspoon sugar (unless just picked from your own garden)
½ teaspoon m.s.g.
2 tablespoons chopped parsley
1 tablespoon chopped tarragon
¼ teaspoon salt
⅛ teaspoon Java Cracked Pepper (Spice Islands)
2 tablespoons heavy cream
2 lettuce leaves

Wash carrots with a stiff brush and slice thinly, or julienne with the proper tool. Into the frying pan put butter, m.s.g. and sugar, add carrots, then cover with lettuce leaves dripping with water. Cover and cook over low heat 20 minutes. Take out lettuce leaves, add parsley, tarragon, cream, salt and pepper, mix well and serve in a hot dish immediately. (A friend of mine uses fresh chopped mint.) Serves 8.

* * *

Spinach

2½ pounds spinach
1 tablespoon olive oil
1 clove garlic (run through press)
1 teaspoon Beau Monde Seasoning (Spice Islands)
½ teaspoon m.s.g.
¼ teaspoon sugar
⅛ teaspoon Java Cracked Pepper

Put in your frying pan the olive oil, garlic, Beau Monde, sugar, pepper and m.s.g. Wash spinach well, cut with kitchen scissors into very small pieces. Take a handful and cut across the bunch until you have no more. Put in the frying pan and cover tightly and quickly, bring to a boil and turn to lowest heat for five minutes. Dish out and serve. You might turn it once, but, remember, in taking off the lid of any vegetable you lose a lot of it flavor in the escaping steam. Try tossing in a tablespoon of sesame seeds just before serving, for added interest. Chives and bacon are also an intriguing addition to spinach. Serves 8.



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* * *

Squash

(Summer varieties, zucchini, yellow crook neck, etc.)

½ pound per person or 3 pounds for 6 persons
3 green onions (tops and all chopped)
1 teaspoon m.s.g.
½ teaspoon sugar
½ teaspoon Beau Monde Seasoning (Spice Islands)
3 tablespoons butter
⅛ teaspoon Java Cracked Pepper (Spice Islands)
⅛ cup water

Wash squash well. When you buy squash buy half green and half yellow for interest in color. Run a fork down the outside of the skin striating it all around for eye interest. It takes only a minute, and the slices look so attractive.

Into your frying pan put butter, seasonings, and water. Slice squash thinly and distribute around pan evenly. Cover and put on high heat until steaming; then turn to lowest heat for 10 minutes or less. Serve with sour cream sauce if desired.

A dash of oregano on the squash is a change you will probably like. This should be added during the last few minutes of cooking time as it tends to get bitter if cooked too long. A quarter of a teaspoon (scant) is enough when it is well ground in the palm of your hand and flung over the squash. A heaping tablespoon of chopped chives and parsley are always a delicious addition to squash. Serves 8.

* * *

I do not think it necessary to use monosodium glutamate in strongly flavored vegetables such as broccoli, cauliflower, cabbage and Brussels sprouts. In serving broccoli it is most attractive to have flowers of cauliflower scattered through or centered on your vegetable platter, as it gives you color variety.

* * *

Broccoli

Allow two to three stalks per person, depending upon size. Wash well and cut stem to tender part. Now this is a little secret: The flower cooks much faster than the stem. So run your knife up the stem, splitting it several times so that it will cook more quickly, and that all parts are equal in size. Use care not to break the section off the stem.

teaspoon Beau Monde Seasoning
teaspoon sugar
teaspoon pepper
clove garlic (optional) mashed through garlic press
shallot, minced
cup water (a generous half cup)
tablespoons butter (or olive oil for a change)

Into the frying pan put the water, gar, garlic, shallot, Beau Monde, pper, and butter. Arrange broc-li with stems toward the center the pan. Cover so you lose none the steam. Bring to a quick boil. d then turn to low heat for 15 25 minutes depending upon the e of the broccoli. You should ve no water left by the time the oking is done. Serve with browned tter. Serves 8.

* * *

Cauliflower

ead (if used with broccoli)
eads for 6 or 8 persons

Wash cauliflower carefully. If u wish to cook it whole it will quire a large kettle. Retain the m but discard outer leaves. Set uliflower in bottom of kettle, put ly enough water in to come up flowerets. They should not be in ter as they cook so quickly. The oking time for cauliflower is a od half hour.

Break cauliflower into flowerets, aining all the baby leaves. Cut ms in several sections to facili-e cooking.

lemon
cup water
easpoon Beau Monde Seasoning (Spice Islands)
teaspoon sugar
teaspoon Java Cracked Pepper (Spice Islands)

Put water, sugar, Beau Monde, d pepper into a frying pan. Put the cauliflower, arranging care-ly so it is not stacked, slice ion, peel and all, over cauli-wer (it keeps it white and adds tangy flavor), cover, bring to a ick boil, turn to low heat and ok 20 minutes. Serve with melted tter and nuts, or your own favor-sauce. Serves 8.

* * *

Cabbage

Select a heavy cabbage, for the avier they are the more solid. llow a 2-pound cabbage for 8. you are having 4 for dinner, ve half the cabbage, wrap well waterproof bag or foil, store, d have for cole slaw later. You u sprinkle cooked cabbage with away seeds or freshly grated tmeg for different flavor zest.

Wash well and slice in inch-thick dges, removing all the stem. o your frying pan put:

3 tablespoons butter
1 scant teaspoon sugar
1 scant tablespoon Beau Monde Seasoning (Spice Islands)
⅛ teaspoon Java Cracked Pepper (Spice Islands)
½ cup water, (scant)
2 tablespoons chopped parsley

Arrange cabbage wedges around pan. Do not stack on top of each other as it takes so much longer to cook. It is preferable to use two pans, for quick cooking is the secret of mild sweet cabbage. Tightly cover, and put over high heat until steaming. Then quickly reduce heat to lowest flame, and cook for 15 minutes. When done, sprinkle with chopped parsley and serve with melted butter or sour cream sauce. Serves 8.

* * *

Brussels Sprouts

Select fresh crispy green Brussels sprouts, wash well, cut a thin slice off the bottom, discard any discolored leaves. Allow 4 to 5 per person.

Into your frying pan put that old routine:

½ teaspoon sugar
1 teaspoon Beau Monde Seasoning (Spice Islands)
2 tablespoons butter
½ cup water, (scant)
⅛ teaspoon Java Cracked Pepper (Spice Islands)
1 green onion, chopped
Freshly grated nutmeg (after cooking sprouts)

Arrange sprouts in pan, cover tightly, and bring to quick boil. Turn heat down to low and cook 20 minutes. Grate nutmeg over, add more butter if desired, and serve at once. Serves 8.

* * *

Asparagus

Asparagus is another beautiful vegetable—distinguished in taste and appearance. In the September 1951 HOUSE BEAUTIFUL in "Mike Gives a Dinner Party," I gave the recipe. In case you missed it, here it is again.

4 pounds asparagus
1 teaspoon m.s.g.
½ teaspoon sugar
⅛ teaspoon Java Cracked Pepper (Spice Islands)
1 shallot chopped (if desired)
2 tablespoons butter
½ cup water, (scant)

Take asparagus stalk in your two hands, gripping firmly, bend stalk until it snaps in two, at point of least resistance. This method prevents one from getting a stringy stalk of asparagus. A knife should never touch this vegetable. Save the tough end for soup or flavoring. Wash. Into the frying pan put

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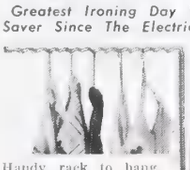
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A BETTER WAY TO COOK VEGETABLES

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sugar, monosodium glutamate, pepper, shallot, butter and water. Arrange asparagus spears, tips facing outer rim of pan. *Cover tightly.* Bring to quick steam, cook for 10 minutes, on low flame. Serve immediately with browned butter and chopped nuts, or your own favorite sauce. Serves 8.

* * *

Corn on the Cob

Unhusked corn
Kettle of boiling water (yes, this is once when I use lots of water)

Do not husk the corn completely. Try not to husk down too far in checking for worms. And the corn to be cooked this way must be freshly picked.

When water reaches full rolling boil, drop in corn. Allow water to return to full rolling boil, then cook on high heat for two to three minutes. Pour off water. Take two clean tea towels to use in pulling husks back, remove silk, put in serving dish, pour over melted butter and a slight sprinkling of Java Cracked Pepper, and serve at once. The extra corn, if allowed to stay in the husks, does not continue to cook, but keeps warm for a long time, until the second helping is ready to be served. Corn cooked this way retains all the natural sweetness and it is an interesting and dramatic way of serving it.

If you cannot get real garden-fresh corn, try baking it. Husk the corn, remove silk, spread with soft butter, sprinkle with ⅛ teaspoon of sugar, a few grains of Java Cracked Pepper, wrap in aluminum foil, and bake in a 325° F. oven for half an hour. This is delicious, and a far better way than cooking it in boiling water.

* * *

Tomatoes

1 tomato per person
⅛ pound butter
1 teaspoon brown sugar
½ teaspoon Mei Yen (Spice Islands)
½ teaspoon m.s.g.
3 tablespoons minced chives
4 tablespoons minced celery
2 tablespoons minced parsley
½ teaspoon orégano—mashed in palm of hand
Salt and pepper

Melt butter in pan, place whole peeled tomatoes, cored side down, add sugar, Mei Yen, and m.s.g. Simmer covered five minutes on low heat. Turn tomatoes over carefully, spoon butter over tomatoes, add chives, celery, parsley, and orégano. Simmer for five minutes and spoon over sauce, add a little salt and pepper and serve on a hot platter. This is a provocative version of that good old stand-by, stewed tomatoes. If you are using canned tomatoes get the whole canned ones, boil down the juice, add all the seasonings, cook for two minutes, then add tomatoes and cook for two minutes or until tomatoes are thoroughly heated, Serves 4.

* * *

Eggplant

This is such a favorite dish in other countries, I do wish we in this country would eat it more often. The two tried and true recipes are, of course, our fried eggplant and eggplant baked with tomatoes. But they are not the best recipes if you want to get the full flavor of this delicate vegetable. Here's a better one.

1 large eggplant
1 can Pioneer Minced Clams
2 cloves garlic
2 tablespoons minced parsley
4 tablespoons minced chives
⅛ pound butter
1 cup croutons à la Trader Vic

This dish can be served as a entrée, or as a rich vegetable with cold turkey or chicken. Drain the can of clams, putting the juice in the frying pan. Put in the 2 cloves of garlic, heat and add the cut-up eggplant. Eggplant has to be cut rather quickly for it turns dark promptly. Cut into small chunks and put into the clam broth. Add butter and cook for 10 minutes. You might have to turn it once during cooking, using a spatula. Remove garlic, add parsley and chives, and cook for two minutes. Turn off heat, add clams, and mix well. Do not cook clams, as they toughen. Put mixture in hot serving dish and add croutons à la Trader Vic. Serves 4.

Croutons à la Trader Vic

Remove crusts from four slices of bread. Cut bread in small cubes and sauté in butter until well cooked and delicately browned. Drain well on paper towels and put in a paper sack. Toss in some chopped parsley and freshly grated Parmesan cheese and shake thoroughly. Store in covered container until ready to use. These are good flung over squash, string beans and spinach.

Or if you want a very simple version of eggplant just sauté in butter and use loads of Mei Yen powder for seasoning. Sprinkle with chopped chives and parsley

d serve. It is far better than pped in a batter and fried.

* * *

Mushrooms

pound basket of mushrooms
large clove garlic—run through press
pound butter
teaspoon m.s.g.
tablespoons minced celery
tablespoons minced chives
tablespoons minced parsley
tablespoon ginger

Melt butter in frying pan, add rlic and m.s.g. To prepare mush- oms, do not wash unless neces- ry. Rinse, take out stems and op them finely. Put stems, celery, ives, and parsley in melted butter d simmer for 1 minute, add mush- om caps and put on cover and ok for two minutes, add ginger, r well and cook for another min- e or two until caps are crispy nder. Overcooking is death to ushrooms, for they wilt and are en only good to mix into a sauce. t cooking them for about five nutes puffs them into beautiful cy morsels. Serve as a first urse with melba toast. You may e salt and pepper, if so, add the last minute.

Interesting Note: Wine does not hance the flavor of vegetables. other words, wine and vegetables not "marry" well. In some in- nces sherry is recommended th mushrooms, but just a little es a long way. I have tried peas th white wine, recommended to by a "gourmet"—but I did not e them. Wine in soups, meat, icken and fish dishes, and salads e delectable touches—but please ve it out of our beautiful vege- bles.

So, gals, if you have only one ing pan, regard it with love d realize that the name is old- shioned, for real frying of foods ould be a rarity in your house, is in mine. But the frying pan nes into its own for this steam okery of vegetables, and you will d that using two pans will make ur cooking so much more con- nient if you're cooking for more an four or six people.

* * *

Sauces for Vegetables

Just a word on sauces for vege- bles. In the first place, I do not e a vegetable dressed up with rich a sauce. It detracts from delicacy of the vegetable and o adds a richness that is not quired in most dinners. And then re is the time involved and effort making a rich sauce, and also worry and concern if you make Hollandaise sauce. None of that z buzz for me! I use two sim- sauces. They require no fuss or feathers, and they can be pre- pared at the drop of a vegetable.

* * *

Sour Cream Sauce with Caraway Seeds

Use sour cream, not commercial- ly soured, but a whipping cream. Sour it yourself with lemon juice, have cream warm (not hot) and then add lemon juice—half a lemon to half a pint of cream—and stir. Place on the back of the stove and it will thicken shortly. I do all this in the pan that I will heat the sauce in so that I will not have an extra pot to wash.

½ pint sour cream
1 scant teaspoon caraway seeds, mashed in mortar.

Mash caraway seeds, put sour cream in small frying pan, add seeds and heat on low flame. Do not boil. This sauce is especially delici- ous with cabbage, boiled potatoes (of course boiled with their jackets left on). With summer squash, cauliflower, string beans, and broc- coli, it is a delicious change.

* * *

Brown Butter With Nuts

¼ pound butter
¼ cup chopped nuts

Brown butter in small frying pan, add nuts and serve with broc- coli, asparagus, string beans, cauli- flower, spinach, or any vegetable you might fancy. Add a teaspoon of tarragon vinegar for a change and a tangy taste.

* * *

To vary the flavor of your vege- tables, try using chicken or beef stock, either bouillon or concen- trate as a base instead of the tiny amount of water. Clam juice is wonderful as a seasoner and also tomato juice, or as in the case of a watery vegetable such as squash, tomato paste can be used. Don't forget soya sauce. There are so many fun ways of seasoning your vegetables either during the cook- ing period or when you are ready to serve them, providing of course that you use my method of cookery.

In serving vegetables please be aware of texture, do not over-cook them, and if it is a tender vegetable such as squash to be cooked you can make its texture more interest- ing by flinging over it a crunchy addition before serving. Chopped celery is a great boon, for it is an addition to most any vegetable. Finely chopped carrots, nuts, and apples are fun additions, and sweet pickles and dill pickles are in- teresting accents to strong-flavored vegetables that are not overpow- ered by the sharpness of the pickles.



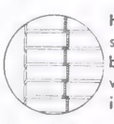
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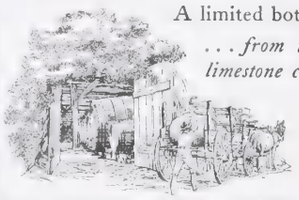


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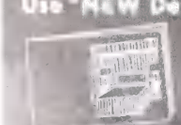
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Show-off Cooking

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The Kitchen Kibitzer

By Victor Bergeron

Known to some as "Trader Vic" on author of the new handbook for mas culine cooks, *The Kitchen Kibitzer*, fro which this series of articles is taker

Sooner or later a charter member of the Kitchen Kibitzers will come home with a chafing dish under one arm and a crepes suzette pan under the other and will want to do some fancy cooking. There are times when you want to impress someone—it might be a girl friend or a small group of friends who will think you are a hell of a fellow when the flames blaze high and you ladle a burning sauce on a steak, some crepes, some oysters or kidneys. I get a kick out of it myself once in a while.

Just in case you've gone to the trouble of getting yourself an alcohol burner and the essential equipment, here are a few things you can do with them—and the taste pretty good, too. Just remember—this type of cooking is fo intimate groups. You can't handl a big party à la flambé.

Crepes Suzette

Let's start with crepes suzett because it is generally considere that you've reached the pinnacle culinary success when you ca make good crepes suzette. If yo want to make your own pancakes fine. Go ahead. Frankly, I don advise it. It's just a lot of griel Buy some good canned ones.

I'm not going to give you quan tities because it just doesn't wor out that way. But let's figure on



SKETCHES BY MARYLIN HAFNER

arty of four. Lay your crepes to ne side of suzette pan, set over al-ohol burner. Put ¼ pound of but-er in pan—softened first so it ill melt easily. Take an orange nd grate the out-side rind into the utter until it is melted and prac-ically all of the rind is grated om the orange. Then take the end f a fork and dig into the orange nd break the in-side membranes ut don't go through the skin. queeze the juice of the whole range into the butter. Add a ouple of teaspoons of sugar and eep stirring this with one hand hile you're squeezing the orange. or Pete's sake, don't grate the range in the kitchen and bring a owl of orange juice to the table. hat's not the idea. Part of the howmanship of this thing is doing erything before an audience. ell, keep stirring and add some ointreau and Grand Marnier—¾ nce of each—and continue stir-ng. Then add a little cognac. Now u set it on fire and you start to ork your crepes back and forth in is sauce to thoroughly impregnate em and when the fire dies down u serve them. Be sure the sauce nice and thick. It should make a rt of marmalade.

Kidneys Flambé

Kidneys are something else to erform with. In the kitchen, ahead time, remove the fat from 3 mb kidneys and slice them thin. hen at the table, heat about 3 blespoons of butter in a chafing sh placed directly over the flame nd add the sliced kidneys, ½ cup sliced mushrooms, and 2 tea-oons of chopped shallots. Sauté is mixture about five minutes, or ntil the kidneys are browned. Add cup of warmed brandy and set ire, and keep stirring. When the me burns out, sprinkle a little lt and freshly ground pepper over e kidneys, stir in ½ teaspoon dry ustard and ¾ cup of sour cream. ir and cook until the cream is t and well blended and serve at ce over toast or steamed rice.

Butterfly Steaks Flambé

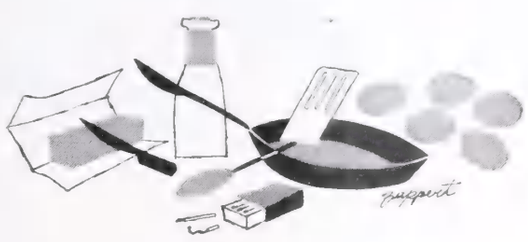
To do this properly, one thing important—your guests must be ated at the table. The vegetables should be ready to serve and on the table. Plates should be hot and waiting. If you are going to do this for 5 or 6 people you should have two suzette outfits—one for the steaks and one for the sauce. You can multiply the ingredients for the number of steaks to be cooked.

Take a thick New York cut steak (small sirloin, to you Easterners) and very carefully open it, starting with a sharp knife along the fat edge of the steak and cutting just to the other side but not through, so that when it is laid open it looks like a butterfly. Your alcohol burner should be in the kitchen and the large suzette pan should be hot. Then you fry your steaks in a frying pan over the range very quickly on both sides, just to sear them. Transfer them to the suzette pan and bring the whole outfit to the table. Have at the table a bottle of cognac, a little dry mustard, ¼ pound butter, a bottle of Worcestershire sauce, salt, and a pepper mill. Add the cube of butter to one side of the pan and let it melt, then add the mustard, one large heaping teaspoon for two steaks, salt and pepper, and a dash of Worcestershire sauce. Blend together with a fork, working the sauce over your steaks. Add 1½ ounces cognac and light it by tipping the edge of the pan over the flame (you can use a match but this tipping business is more showmanlike), then keep working it over the steaks until the flame dies down and serve immediately.

Oysters Flambé

Take big fresh Eastern oysters, shell them and roll them in cracker crumbs or roll very lightly in flour. Fry just a second in butter, then transfer them to the blazer pan and take your cooking outfit to the table. Have ready a teaspoon of minced shallots, a few sliced mushrooms and—we'll say for a dozen oysters—½ pint of sour cream, 1½ ounces of brandy, salt and pepper, A-1 sauce, and ½ teaspoon of mustard. Add the mushrooms and shallots to the oysters, add a lump of butter, salt and pepper, a dash of A-1 sauce, and the mustard and

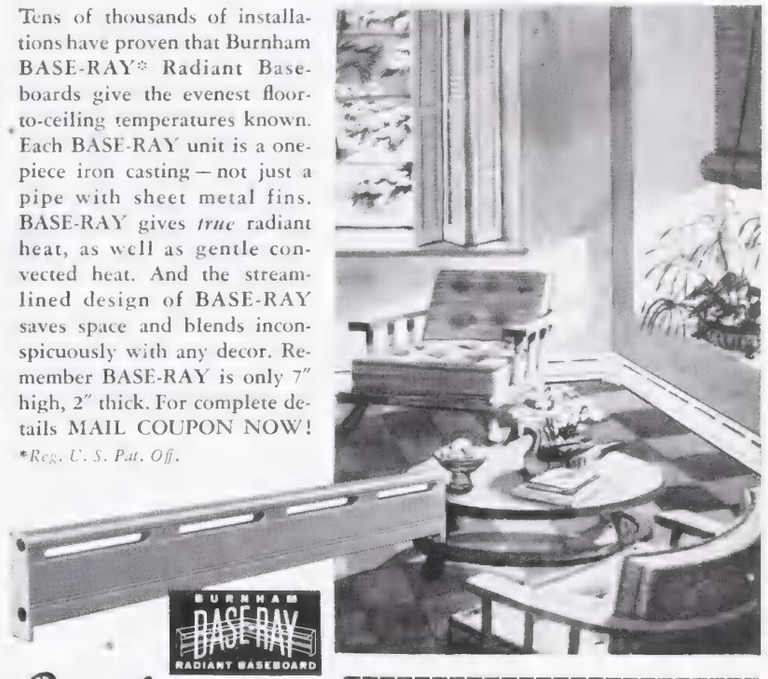
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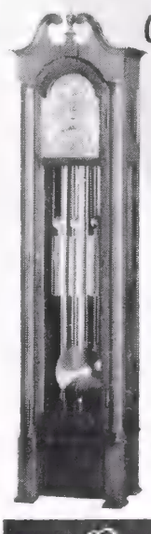


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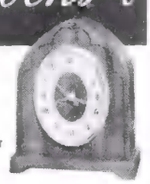


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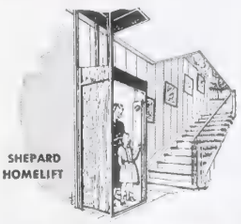
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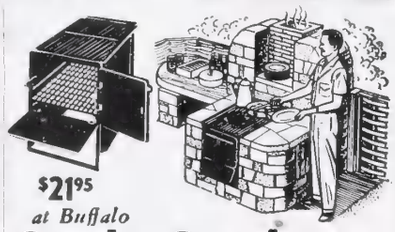
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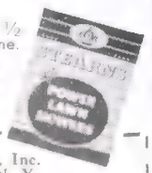


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SOME PLANTS NEED A STAGE SETTING

CONTINUED FROM PAGE 105

EIGHT PHOTOGRAPHS BY MAYNARD PARKER



Bring a plant right into the paving. This requires advance planning—a planting pocket provided when slab is poured. Keep pocket adjacent to pattern strips in paving for design unity. This is brushed concrete with redwood divider strips.

RICHARD BEESON, LANDSCAPE ARCHITECT



Here's a way to put a picture in your picture window. This is a pine, chosen for its interesting shape. It would be particularly effective when snow-covered. Juniper, taxus, or mountain laurel are also useful. Look for wind-blown specimens.

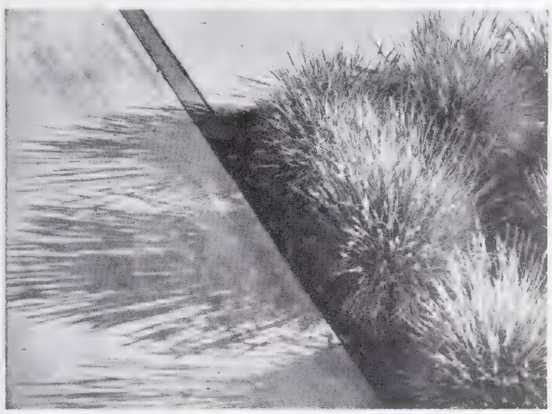


Tuck a plant between terrace and wall. Your eye automatically travels along the line of the terrace paving and goes right to the plant. It is important to have plant completely fill corner, but it must not be out-of-scale (note size of bricks).

PHOTOGRAPH BY ERNEST BRAUN — LARRY HALPRIN, LANDSCAPE ARCHITECT



Supply a plain background stained in a contrasting color to show off a plant of indefinite outline. Simplicity is the key. Even with a plant as common as this grass, the effect achieved can be exciting. This is pampas grass.



Catch the plants' shadows on a plain surface. Plant can be adjacent to the shadow catcher, as here, or be above it so shadow falls. Rocks are especially good surfaces to display shadows. California Spring Garden Show.

THOMAS CHURCH, LANDSCAPE ARCHITECT

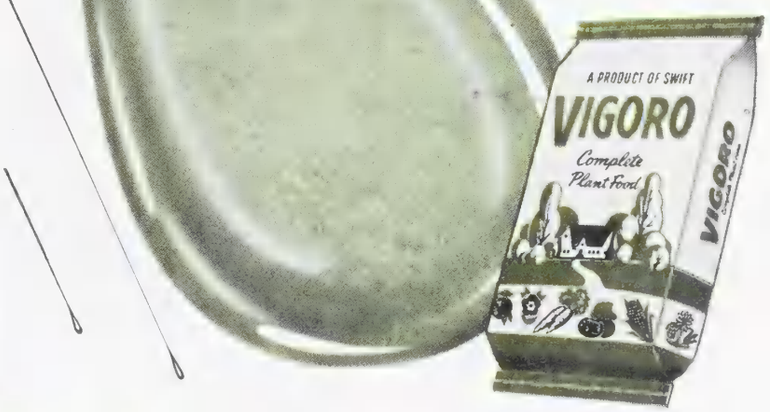


Limit yourself to one huge eye-stopper that people will notice (can be made by grouping a number of smaller plants either in or out of pots). Here, vertical boards of house help to accent natural roundness of the plant.

(Please turn the page)

once again...
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CONTINUED FROM PRECEDING PAGE

FLORENCE AND WALTER GERKE, LANDSCAPE ARCHITECTS



Locate a small-flowered plant close to a path; the full beauty of individual blossoms, here Pieris, is lost unless they can be seen close up. Plant back from path only far enough to avoid danger of physical injury.

THOMAS CHURCH, LANDSCAPE ARCHITECT



Espalier a vine or shrub, even a tree, against a relatively plain wall. Stick to simple patterns when espaliering if your wall has a pattern of its own, as with this fence that is louvered to let in the summer breeze.

SHELLHORN, LANDSCAPE ARCHITECT

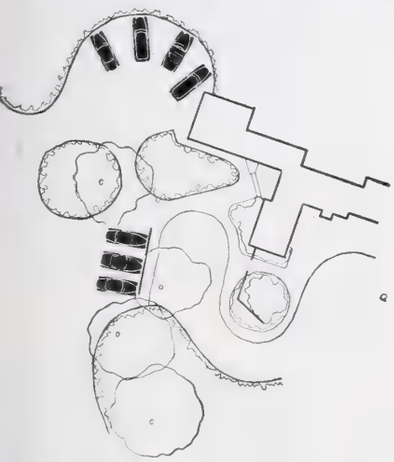


Set climbing pot plants against a supporting wall, and separate the branches to create decorative pattern. Use flexible plant ties to fasten vine to permanent screw eyes mounted in the wall. Keep vine pruned to shape.

LET'S GET PARKED CARS OFF THE STREET

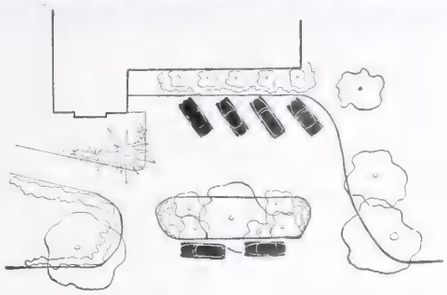
CONTINUED FROM PAGE 103





Parking space should be close to the front door, but if you can't get enough here because of trees or other natural obstructions, you can add an overflow area by widening the driveway. Paving is black-top, especially easy to use in curved designs. Ground cover is ivy, could be pachysandra.





Here's a way to save your privacy screen planting and still convert the rest of your front yard into usable parking space. But be sure the entrance and exit openings are wide enough for clear visibility and easy turning. A width of twelve feet is the minimum for this.

(*Please turn to page* 158)

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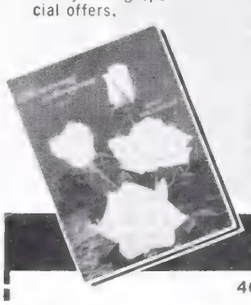
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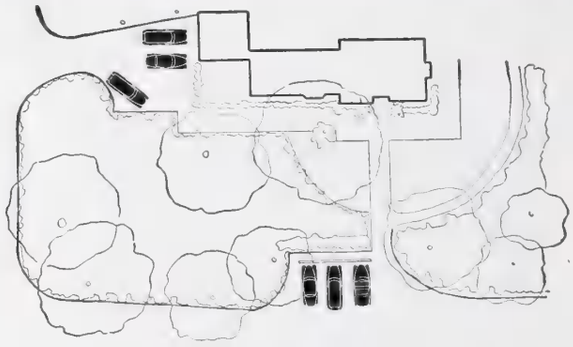


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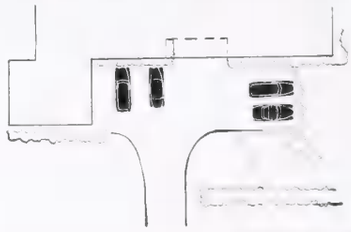
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Guests had been in the habit of leaving their cars in the driveway and then entering the house via the kitchen door. Now the street-side, head-in parking area makes it clear to guests where they are to park—and how they are to enter house. Note how hedge works into design.





DRAWINGS BY SIGMAN-WARD

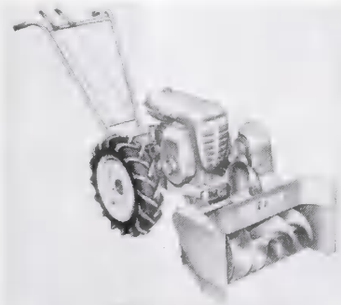
Here the owner wanted to add a parking area and a garage at the front of the house without sacrificing all of the lawn. The solution meets these requirements ingeniously. Note how little of the front yard is paved. Osmundson & Staley, landscape architects.

WORK-SAVERS FOR GARDENERS

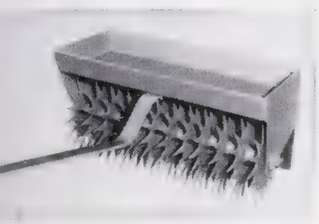
PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



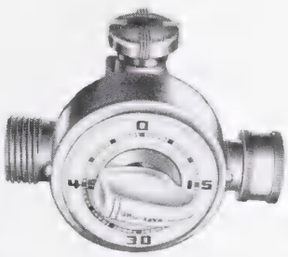
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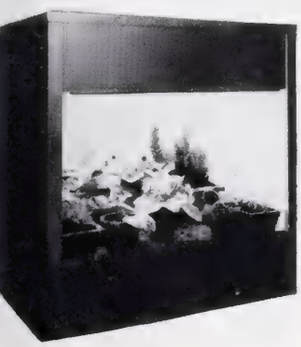
Screw-type rotary blade of the new *Sno-Caster* attachment scoops up the snow, blows it up through a special chute which throws snow right or left. Bolens, Port Washington, Wisc.



o spike disk trails behind your er mower, aerates strip 16 inches e. Weight tray for deeper pene-ion. Use before watering or feed-Ohio Machine Prod., Columbus.



Waterboy timer "remembers" to shut hose off at time you choose, works up to one hour. Use it on garden hose, or indoors in darkroom or laundry. Silent Sioux Corp., Orange City, Iowa.



vrlux cabinet is a basement green-se with its own "sun" (four 20-tubes). Plants receive 600 foot dles of light. Outside is 25" x 20" . Hamilton-Jones, Toronto, Ohio.



Sure-Soak vinyl hose contains tiny holes spaced along its 35 feet length. Turn water on full—it sprinkles; low—it soaks ground. American Extruded Products Co., Hollywood, California.



o Finish is a rubber-base paint for rete. Gallon covers 500 sq. ft. g lasting. Unaffected by alkali in rete. Resists rain, scrubbing. olyte Products Co., Los Angeles.



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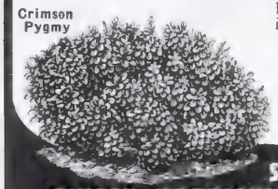
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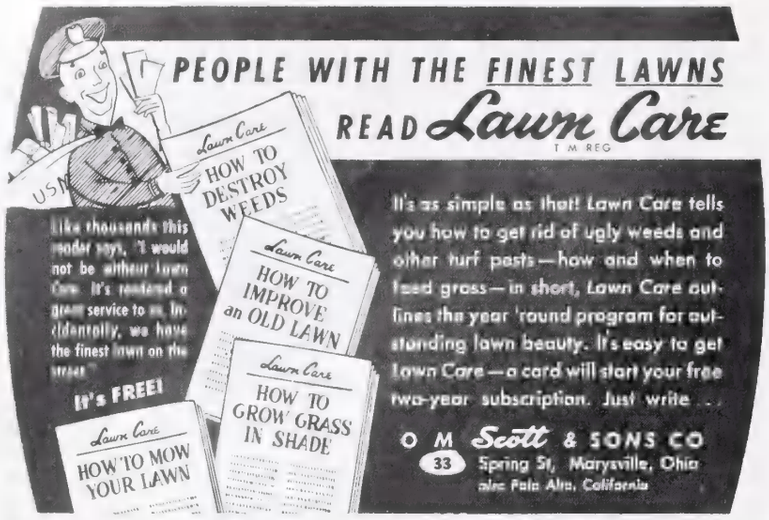
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How to buy fresh flowers



DRAWINGS BY GINNIE HOFMANN

You've probably had the sad experience more than once of buying cut flowers that hardly lasted until you got them home. They *looked* all right when you bought them. Maybe they were "bargain flowers": or maybe you paid full price. In either case, you want to know how to avoid getting stuck in the future. It's really not hard. Buy by the same rules the florist uses when he goes out to buy flowers. These are simple rules—but they'll help you ferret out the wilting Nellies *before* you buy. You'll have to make a few tests. But no reputable florist will object to them, since they do *fresh* flowers no harm.

Here's what you do. Take a sharp look at the leaves and petals. Are they rich in color, free of blemishes? Be instantly on guard if any leaves or petals are missing. They probably were removed to get rid of tell-tale signs of old age. Next feel the leaves and petals. Are they crisp? Is the flower head solid and firm when squeezed lightly between your finger tips? Is the stem strong? Try holding the flower upright by holding the stem near its base. Beware of stems that have started to darken or look water-soaked. How does the flower smell? It should have a pleasant odor. If it's a flower that is supposed to be highly fragrant, be sure that it does have the full fragrance.



So pinch, shake, sniff—and look—before you buy. Then you'll be sure to get flowers that will last as many days as you expect. You'll be happy—and so will the florist.

ROSES—Buds should feel hard and firm, with outer petals intact but starting to unfurl. Try bending a leaf back on itself. If the flower is fresh, the leaf will crack. Fresh flowers are rich in color (if red, a clear red, not bluish).



TULIPS—The heavier the stem, the better the tulip. Good cut tulips are somewhat stiff, but rustle when shaken.

SWEET PEAS—Water-soaked stems indicate flowers are old. On the positive side, look for true color and a honey scent.

DAFFODILS—Hold a bunch of daffodils near your ear and shake them gently; fresh blossoms rustle. Transparent streaks in petals mean flowers have been in water too long.

LILIES—Always buy when in bud. Open flowers are already old, especially if pollen-stained, or if anthers (pollen) have been removed. Look for a generous amount of healthy, dark green foliage: leaves turn yellow before bloom fades.

CHRYSANTHEMUMS—The head of a fresh chrysanthemum feels solid and firm when you touch it. If flower is old or damaged, petals are loose, quickly fall out. Look for heavy stems with lots of green, crisp leaves.

IRIS—Should be vivid in color. Make sure upright petals are erect and crisp; in older flowers they droop. The falls (petals which hang down) curl at edges if flower isn't fresh.

CARNATIONS—Fresh carnations have erect stems, rich color, and rustle slightly when you run your hand over them. Some, especially white kinds, have a strong fragrance. With age the flowers close and the petals curl back.

GLADIOLI—Purchase only gladioli which have two to four open florets and many buds showing color (buds without color won't open). Feel stems to make sure they are thick and firm and that no faded florets have been removed.



SNAPDRAGONS—Like daffodils, snapdragons rustle slightly when fresh. Stems should be thick and firm with many tight buds at tips. Flowers are old if lower blossoms are gone.

LILY OF THE VALLEY—Examine the bottom bells, the first part of the flower to spoil. If more than four flowers in a bunch of 25 are yellowing at the bottom, the bunch is old.

LILACS—The best time to buy lilacs is when they are in bud. If bottom florets are intact, spray is fresh.

AFRICAN DAISIES—Look for broad petals and thick, stiff stems. Avoid soggy, water-soaked stems.

Data from Florists' Telegraph Delivery Assn.

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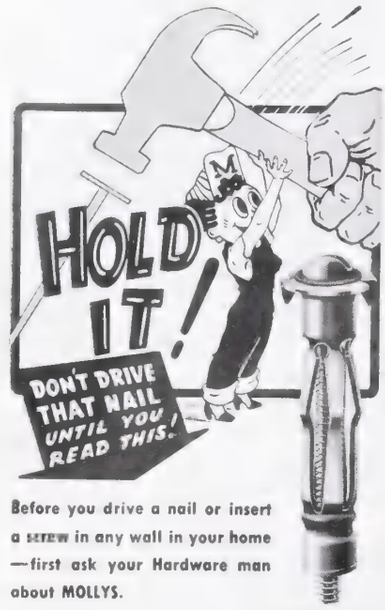
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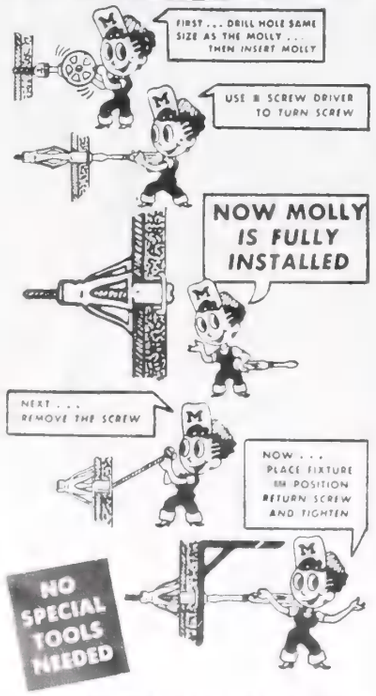
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SHOW-OFF COOKING

CONTINUED FROM PAGE 153

the sour cream. Mix well. Add the cognac, burn it, and stir it into a fine sauce. Serve hot on toast.

▾ ▾ ▾

Something less showy but not as difficult as you might expect is that favorite of the poodle-dog and leg-o'-mutton-sleeve era, Welsh rabbit. Whatever happened to all three of them? No, not Welsh rarebit. It's Welsh *rabbit* and no arguments, since it falls right in line with those veddy, veddy British Isle doohickeys that always sound like poachings from m'lord's country estate. The British have a great flair for naming things that sound like something they ain't—like Scotch woodcock (with no woodcock) or toad-in-the-hole (with no toad), or something cute like rinktumditty.

Welsh rabbit was a great after-theater snack in the old days, before the advent of the "movies," and a couple or two would get real chummy over a chafing dish, open a bottle of wine, and really live. It's worth reviving.

Welsh Rabbit

1 pound grated Cheddar cheese
1 tablespoon butter
1 cup beer
1 dash Tabasco sauce
½ teaspoon paprika
½ teaspoon dry mustard

Melt the butter in the upper part of the chafing dish, add the cheese, and let melt slowly over hot water, stirring constantly. As it melts, stir in the beer and seasonings and continue stirring until the cheese is smooth. Serve immediately over hot buttered toast. Watch your heat on this. Too high heat and you'll have something to serve that resembles a taffy pull.

▾ ▾ ▾

Another candidate for a chafing dish is Eggs Hunter Style. Any jackass can cook these and look good doing it.

Eggs Hunter Style

¼ pound chicken livers, sliced
1 small onion, finely chopped
3 tablespoons butter
1 tablespoon tomato paste, mixed with ¼ cup water
2 ounces white wine
4 eggs

Melt butter in upper part of chafing dish, add chicken livers and chopped onion, and sauté them over a low flame. When livers are browned, stir in the diluted tomato paste; simmer a few minutes and add the wine. Let cook until blended and break the eggs into the mixture, keeping them separated from one another. Cover the pan and cook a few minutes u the eggs are set. Season to t and serve on buttered toast.

▾ ▾ ▾

Another very delicious d guaranteed to afford you and y guests the most interesting drea is lobster Newburg. And it's w any nightmare you might have.

Lobster Newburg

2 freshly cooked lobsters (about 1½ pounds apiece)
3 tablespoons butter
Dash of Tabasco sauce
½ teaspoon paprika
½ teaspoon salt
¼ teaspoon sugar
2 cups cream
2 eggs
3 ounces sherry wine

Cut lobster in small pieces, butter in upper part of ch dish, add lobster meat and a moment or two, then add se ings. Mix eggs and cream oughly and stir into lobster fully, then add wine. Stir g and when mixture thickens, on buttered toast.

▾ ▾ ▾

A showy bit of flimflam, guing to an intimate group, cheese fondue. After you've formed, you set your chafing in the middle of a table—p ably a small round one—and one sits around and dips piec French bread into the delec goo. Fun, too.

Cheese Fondue

½ bottle dry white wine
1 pound imported Swiss cheese, gra
1½ teaspoons cornstarch mixed wi little water
2 tablespoons kirsch
Nutmeg, salt, and pepper to taste

Heat wine and add cheese ring constantly while it melt blends. Stir in cornstarch cheese has melted and stir mixture thickens. Add kirsc seasonings and stir in well can toast and butter the F bread, or not, as your guests

▾ ▾ ▾

One of the things I misse ing the last war when we a Japanese weren't on sp terms, and all the sukiyaki were closed, was sashimi. blunt about it, sashimi is raw fish served with fresh horse-radish and dipped in sauce (soya sauce with saki) this is something you eithe stand or you have a dow passion for, but the artist Thorton, and I are two wh to go on sashimi sprees. W sit down and eat a couple of orders apiece. We wash it with Japanese beer with teriyaki on the side.

(*Please turn to page 1*

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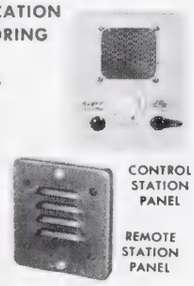
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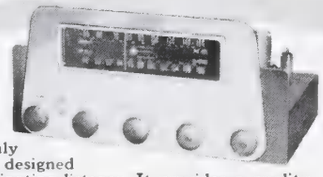
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SHOW-OFF COOKING

CONTINUED FROM PAGE 162

Alec called me one morning and said. "How about a spot of sashimi?" so we made a date. He arrived and we invited my secretary to go along. When it came to ordering she turned her nose up at the thought of raw fish, but I had her there. I have expounded loudly, long, and often that you can't know anything about food if you don't try it, so—reluctantly and resignedly—she agreed. Alec chimed in. "At least try it. If you don't like it spit it out." She opened her mouth like a fledgling robin and we poked in a large, well-soaked slice. One bite and she turned slightly green and took Alec at his word—right into her napkin. See what I mean? You either love the stuff or you can't abide it.

The sashimi you can take or leave—it's the cutting of the fish that's important. But teriyaki is something to cook in your chafing dish. Serve it with Chinese food, rice, a green salad, and vegetables of your own choice, cooked beforehand in the kitchen.

Teriyaki

Cut sirloin steak, no thicker than ¼ inch thick, into 4-inch squares. Dip in soya sauce and brown melted butter over a hot flame the chafing dish. Fry very quick On the side have a little bowl sauce made from two parts so sauce to one part saki in which h been steeped a small cube of g ger root. After the steak h cooked, put on a hot platter a pour the sauce over the me Serve immediately with Chine food or rice.

* * *

Desserts make good show-offs the chafing dish. You can do classy job of cooking with cann nectarines.

Baked Nectarines Flambé

Take the required number nectarine halves and place in baking dish, cut side up. Sprinl with brown sugar and dust w cinnamon and nutmeg. Pour liquor from the cans into the b tom of the pan. Bake in a hot o or broil until brown on top. move to a chafing dish, take the table, and set over the fla Douse liberally with cognac. aflame, basting fruit with the fl ing sauce. Serve with ice cre



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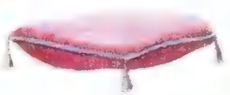
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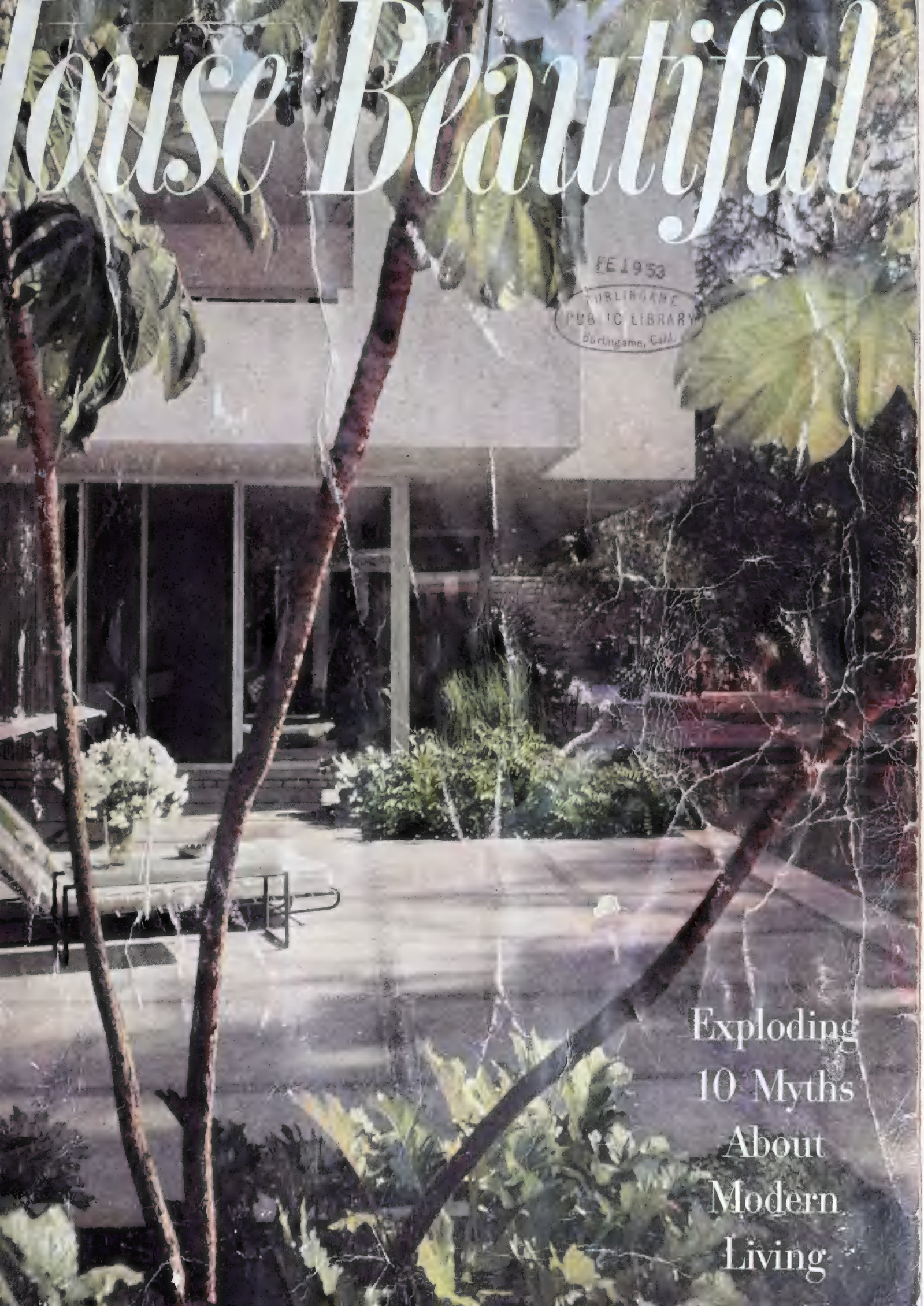
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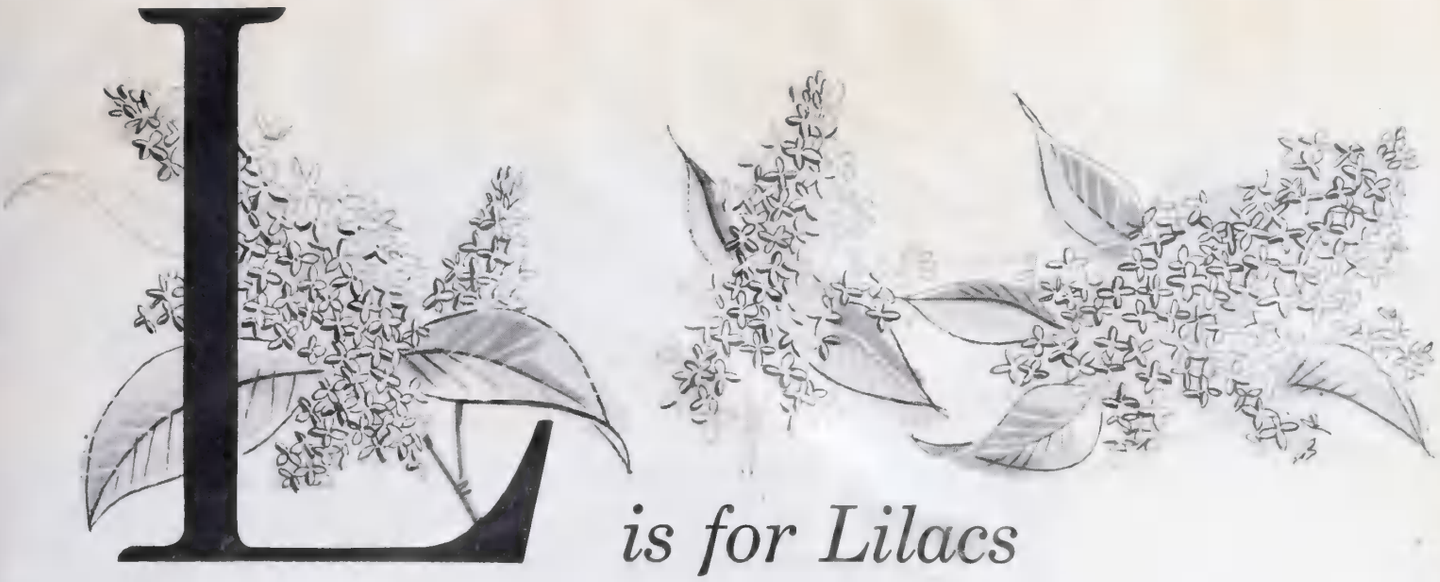


House Beautiful

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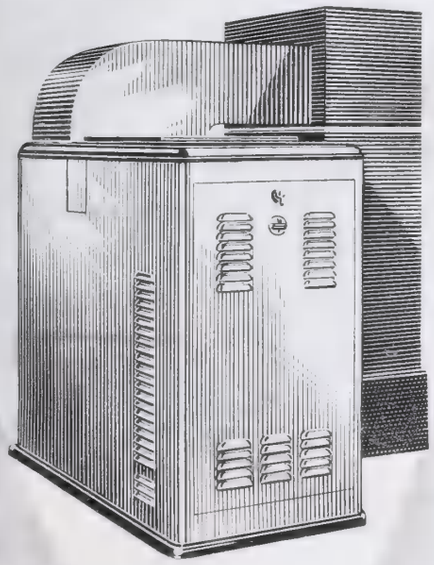
Exploding
10 Myths
About
Modern
Living

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Syracuse, N. Y.
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L *is for Lilacs*

and the joy that they bring, buy Chrysler Airtemp... all year it's like Spring!



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Comfort Zone



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Airtemp Division of Chrysler Corporation, Dayton 1, Ohio

Airtemp Division of Chrysler Corporation
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HB-3-53

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Look for this sign at dealers showing SLIGH furniture from the great Diamond Jubilee Grand Rapids Furniture Exposition

THE NEW AMERICAN STYLE

SLIGH 'Cross Country



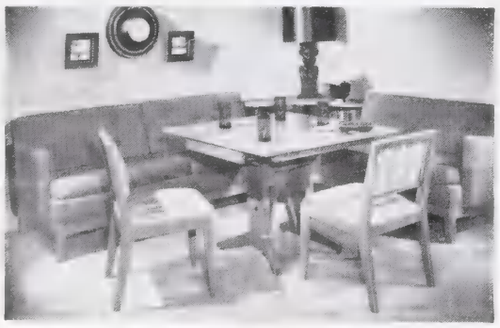
Celebrating the Diamond Jubilee of the Grand Rapids Furniture Exposition, Sligh *'Cross Country* Furniture is a new style for the casual informal American way of living.

OPEN STOCK *makes possible a countless variety of charming, convenient, "personal" bedrooms. "Mr. and Mrs." Double Dresser gives spacious storage to small bedrooms.*

'Cross Country includes many "specialized" and "dual-purpose" pieces for which Sligh is so famous.



For instance: The High-Lo Hostess Table. *Down:* it's a Cocktail table.



Up: it's the perfect height and size for bridge or informal entertaining.



And extended: it will seat up to 8 for a real dining room table.

FURNITURE TO LIVE WITH AND ENJOY

Because IT IS SO BEAUTIFUL . . . SO VERSATILE AND ADAPTABLE . . . SO EASY TO TAKE CARE OF

Sligh *'Cross Country* is the triumph of design leadership from the Grand Rapids Furniture Exposition, celebrating its great Diamond Jubilee in 1953. It is a flexible, adaptable, convenient kind of furniture, to "go" with casual, informal, enjoyable living that is the modern American way of life. It's as American as the Covered Wagon and as contemporary as a flight plan. With its choice of woods and finishes, it will "go" with any decorative color scheme and may be accessorized equally well with modern, traditional, or provincial.

Sligh *'Cross Country* makes housekeeping easier . . . there are no dust-catching drawer pulls or unnecessary ornamentations to take extra cleaning time. Specialized interiors provide a place for everything, make neatness an easy habit.

Sligh *'Cross Country* makes informal entertaining a joy — with so many designs to add to the comfort and convenience of guests and hostess alike. There are tea wagons that wheel right into the living room for serving . . . nested tables

FOR CASUAL, INFORMAL LIVING

'Country



CHOICE OF TWO WOODS

Mahogany, in a soft natural finish.

OAK IN FOUR FINISHES

Driftwood, subtle beige-gray to harmonize with any color scheme.

Sandune, a soft tan shade, warm and friendly for use in every room.

Antique White and *Ebony*, dramatic decorative finishes for an entire room, or to accent other finishes.

ROOM DIVIDER *adds greatly to the livability, charm and convenience of the dining-living room.*

'Cross Country OPEN STOCK is versatile and adaptable to the needs of various rooms.

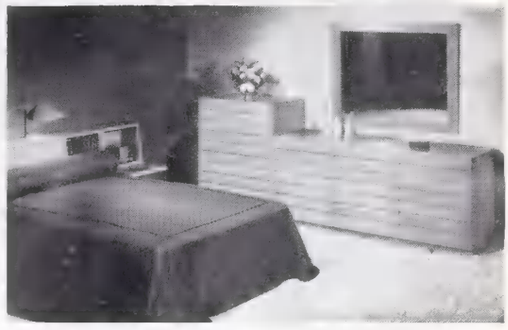


For instance: drop-leaf table of small dining room, is also ideal in living room.

that pull-out for chair-side lunching . . . deep roomy arm chairs for complete relaxation.

Sligh *'Cross Country* saves space in your home because it is scaled for today's rooms . . . with designs to fill a corner; others to create a corner; storage pieces to remove the clutter from everyday living in limited space; and with many "unit," specialized, and dual purpose pieces for which *Sligh* is so famous.

Sligh *'Cross Country* is modestly priced for such fine Grand Rapids furniture. See Sligh *'Cross Country* furniture now being shown by leading stores in every city, who will be happy to help you make selections for your home from this design triumph of the great Grand Rapids Diamond Jubilee Furniture Exposition.



Unit Chests give flexible individuality for bedroom, dining, or living room.



Unit square cocktail tables are also suitable as individual television benches.



Send 10c for beautiful brochure in color showing entire 'Cross Country group. Address

GRAND RAPIDS CHAIR COMPANY

GRAND RAPIDS, MICHIGAN

Founder Member Grand Rapids Furniture Makers Guild

Associated Companies: CHARLES R. SLIGH COMPANY
SLIGH-LOWRY FURNITURE COMPANY



PHOTOGRAPH BY MAYNARD PARKER

Do you think that large-scale, perfection-ist living vanished with the 19th Century? Mr. and Mrs. Tom May's pool-terrace on our cover and their house, pages 88 through 103, smash this myth con-clusively—one of many exploded in this issue.

House Beautiful

VOL. 95 NO. 3

THE MAGAZINE DEDICATED TO THE BUSINESS OF BETTER LIVING

MARCH 1953

BUILDING AND ARCHITECTURE

Luxurious, Finely-Crafted Houses Are Still Being Built **88-103**
A Little Gem—Custom-Designed for $20,000 **105-113**
This One-Room House Has Design Character **122-125**
A Good Plan Is the Key to Efficiency **128-131**
New Ways of Heating with Air **144-145**

DECORATING

Luxurious, Finely-Crafted Houses Are Still Being Built **88-103**
Craftsmanship Is Not Dead **103**
A Little Gem—Custom-Designed for $20,000 **105-113**
Solve the Door Problem with Disguise or Drama **114-115**
The Cures for "Stock" Houses: Landscaping and Decorating **116-119**
This One-Room House Has Design Character **122-125**
The Fine Art of Sculpture Can Make a Room Livable **126-127**
Decorator's Diary **171**
A Change From Pattern to Texture Remodeled This House **174-177**

HOUSEKEEPING AND MAINTENANCE

A Good Plan is the Key to Efficiency **128-131**
Pantry Shelf News **166-167**
Take It Easy, Lady! **178**
It's Worth Mentioning **188**

FOOD AND THE ARTS OF GOOD LIVING

Owning is Not Possessing **104**
The Kitchen Kibitzer—Cans Give You a Ready-Made Start for Better Recipes **132-133**
See for Yourself **184-185**

GARDENING

Bring Spring Indoors Early **22**
How to Make Daffodils Behave **29**
The Cures for "Stock" Houses: Landscaping and Decorating **116-119**
This Walled Garden Doesn't Look Walled **120-121**
Chemical Soil Conditioners Cannot Quite Perform Miracles **134-135**
You Can Have Both Flowers and a Terrace **136-137**
For a Big Show at Little Cost—Invest in Annuals **138-139**
It's No Trick to Move a Large Shade Tree **140**
Flowering of a Rocky Hill **201**
Look, Mom, It's Growing! **202**
Books for Gardeners **203**
A Warm Terrace In Cold Canada **205**
Work-Savers for Gardeners **206**
Tree-Pruning is a Science **208-209**
Should I Buy a Rotary or Reel Power Mower? **210-211**

TRAVEL

How to Leave Home and Like It **84**

OTHER FEATURES

What Side Do You take in Opera's Perennial Controversy? **20**
Window Shopping **30-78**

ADVERTISING INDEX *215*

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BE GLAD YOU STARTED
WITH STERLING · · ·
ESPECIALLY IF IT'S TOWLE — because nothing is a comparable substitute for its proud presence on your table. Its long established prestige is above challenge. Its lasting loveliness is impossible to imitate. Nothing looks, feels or wears like solid silver *but* solid silver. And TOWLE Sterling is solid silver at its beautiful, beautiful best — designed with style and spirit, crafted by traditions 263 years old. No need to start with less than the finest: *$29.75 can buy a six-piece place setting in lifetime Sterling by* TOWLE.
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D — Southwind E — French Provincial Sauce Ladle
F — King Richard Serving Spoon
G — Candlelight Serving Fork
TOWLE
STERLING
Since 1690
Newburyport, Massachusetts
B
C
D
E
F
G

Around the calendar



ILLUSTRATED:

Crane's Wedgwood Blue with white border; Crane's Greylawn, with duplex border; Crane's Satin Finish, with duplex border; Crane's Pearl White; Crane's Moonstone Grey; Crane's Satin Finish in pearl white with duplex border.

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"Dream-room" Pieces with Wide-awake Value

Anniversary Pine

Brandt



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*No. 5305—Dropleaf Table. Extends to 80 in. About $98**



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■ Picture these rich, amber beauties in your home! Imagine the drama of the color accent that Brandt pine will give to your living room, bedroom or den! Imagine, too, its friendly warmth in a complete pine dining room! Brandt has taken all the genius of the great 18th-century cabinet-makers and combined it with the patient skill of master-craftsmen to create a brilliant new concept in pine furniture. Best of all, every one of the 35 Anniversary Pine pieces is sensibly priced to fit even the most modest budgets. See Anniversary Pine in open stock at better furniture and department stores . . . tear out this page as a reminder to see it soon!

*Slightly higher in some areas.



***FREE!** Three new brochures give valuable aid in planning room settings for every room—yours for the asking! Indicate which ones you want: 1. Anniversary Pine; 2. Mahogany Occasional Tables; 3. Dropleaf Tables and Chairs.*

THE BRANDT CABINET WORKS, INC. 737 Pennsylvania Ave., Hagerstown, Maryland



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BY

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Picture this exclusive new pattern on your bathroom vanity

WITH A LOVELY G-E TEXTOLITE* TOP



Your home will be a picture of loveliness when you select tops of handsome G-E Textolite plastics surfacing. The distinctive new patterns are designed for so many places—bathroom vanities, kitchen sink and counter tops, pantry and linen shelves, fashionable furniture—wherever you want beauty plus extreme durability.

Lay this page on any surface where you'd like a lovely, rugged finish that's easy to clean and resists heat, acids, and stains. Then picture the loveliness you can add to the entire top by using one of the many distinctive patterns of G-E Textolite plastics surfacing.

FREE FULL-COLOR BOOKLET. See the latest designs—including tasteful wood-grain patterns! Write: General Electric Company, Section 350-2B, Chemical Division, Pittsfield, Mass.



This page is a reproduction of G.E.'s exclusive new "Ming" pattern, available in five distinctive colors.

You can put your confidence in—

GENERAL ELECTRIC

*Reg. U.S. Pat. Off.

FIRTH CARPETS now bring the outdoors indoors

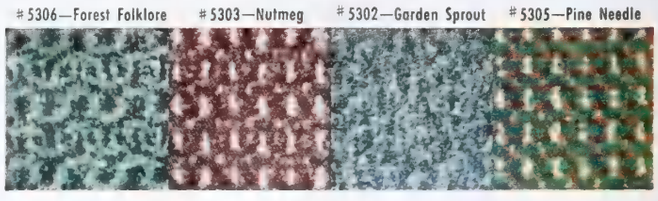
Costume: Bergdorf Goodman Illustrated: #5308 "Chair Caning Homespun"—Nutty Beige, approx. $11.95 per sq. yd.



Above: #5301—Tomato Patch Homespun

There's an inspiring reflection of outdoor beauty in the textured patterns of Covered Wagon Homespuns, created in the pioneer tradition. Decorate your home with these dramatic colorings taken from garden, field and forest. The Homespun broadloom is a real value.

#5306—Forest Folklore #5303—Nutmeg #5302—Garden Sprout #5305—Pine Needle



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ECONOMICAL! Take the place of expensive draperies, blinds and curtains — cost less than any other complete window treatment. Panels last for years, may be replaced inexpensively. Since they wash easily, no costly dry cleaning bills ever again.

NEW PANELLED **FABRIC** DRAPERIES BY SUN VERTIKAL BRING

Thrilling New Beauty to Your Home

COMPLETE PRIVACY—SCIENTIFIC LIGHT CONTROL

Now an entirely new concept in window treatment combines unbelievable loveliness and convenience with sensible, down-to-earth economy and efficiency.

Sun Vertikal Panelled Draperies consist of vertical *fabric* panels operated by a single control rod. Open, panels do not obstruct view. Closed, they afford *complete privacy*.

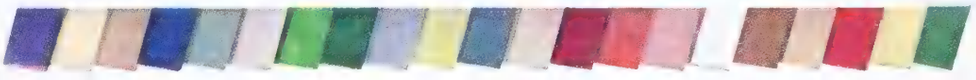
Panels are made of beautiful, durable fabrics that resist dust and dirt. If they become soiled, they are easily removed and washed. For a change in decorative scheme, they may be replaced at low cost.

Sun Vertikal Panelled Draperies are quickly and easily installed. They are *custom-made*... any length or width. They may be one solid color, or any of 1000's of color combinations. 25 beautiful decorator colors to choose from.

These wonderfully versatile draperies may also be used on French doors, as partitions or as decorative panels. For complete information and descriptive folder, mail the coupon below.

Distributors: A few choice areas are still available.

25 DECORATOR COLORS





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Trophy presented by The Academy of Color & Design

Panelled Draperies by Sun VERTIKAL

MADE **ONLY** BY THE SUN VERTIKAL BLIND COMPANY

Sun Vertikal Blind Company, Dept. H
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Grand Rapids, Michigan

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(PLEASE PRINT PLAINLY)

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There's a new miracle underfoot – Flor-Ever, a revolutionary plastic floor that will do wonderful, wonderful things for your rooms . . . and for *you.*

You'll never have to wax Flor-Ever to protect it against wear. If, once in a while, you want to renew its superb plastic luster, a fast, easy waxing gives it an amazing, long lasting shine.

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You'll get longer wear from Flor-Ever. This remarkable vinyl material has revolutionized flooring standards by its unbelievable durability.

You can put Flor-Ever on sink and counter tops—perfectly matching your floor or in a contrasting color. No kitchen fat, oil, grease, juice, cleanser—not even domestic bleaches and chlorides – can harm Flor-Ever, and you'll wipe it whistle-clean in seconds.

You can lay Flor-Ever tiles yourself if you wish, or your flooring dealer will install Flor-Ever by the tile or yard. Either way, this superior floor actually costs less than many

– by the yard and tile





Stanley Mills Haggart, designer

with this plastic floor and counter top

others and no more than standard old-type floors.

And — above all — you'll do wonderful decorating with Flor-Ever. It offers 25 magnificent plastic colors. It is available by the tile and by the yard.

Discover what exciting beauty Flor-Ever offers you. Study the full-color room photos in the Flor-Ever "Index of Decorator Ideas." Then take some tiles from the "Flor-Ever Sampler" and see what grand color combinations you can put in *your* room. Look for the Index and Sampler at your dealer's . . . and then ask *him* about this utterly modern, remarkable material. DELAWARE FLOOR PRODUCTS division of Congoleum-Nairn, Inc., WILMINGTON, DEL.



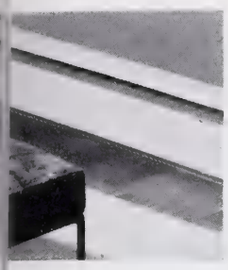
Flor-Ever®

America's foremost Vinyl flooring



New comfort for you…new beauty too, with the new TRANE

The Trane Company, LaCrosse, Wis., East. Mfg. Div., Scranton, Penn.



New! Baseboard Convector by TRANE *brings you a more beautiful way to heat plus . . .*

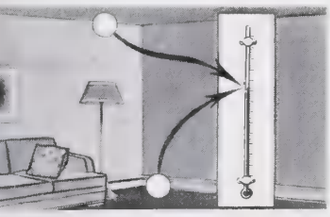
8 improvements in home heating

1 ***Design that matches (never mars) the beauty of your home!***

You look at it . . . and it's beautiful. It truly is! But the real beauty of the new Trane Baseboard Convector is that you *don't* look at it.
It's inconspicuous. Built-in. Part of the wall. Clean.

You can paint it to match the walls. You can hang draperies and curtains freely. You can put furniture *anywhere!*

So to see the *true* beauty of the new Trane Baseboard Convector . . . look at the new beauty it gives the *rest* of the room. It's a revolution!



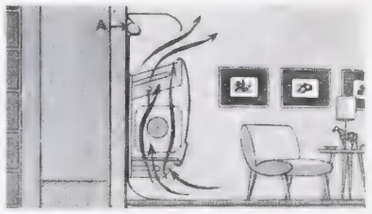
ven, all-over heat that stops all and window drafts!

new Trane Baseboard Convector rounds" you with a wall of slowly-ng warm air. Temperature is uni- from floor to ceiling within a few es. Blocks cold downdrafts.



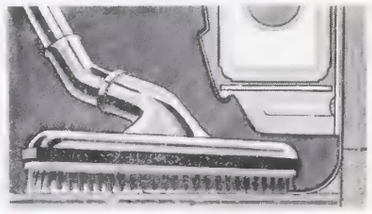
3 ***Complete freedom for furniture arrangement!***

There's nothing in the way. No hot blasts or scorching-hot surfaces to force you or your furniture out of place. Trane Baseboard Convectors project only $2\frac{3}{4}$". Recessed, only $1\frac{1}{2}$".



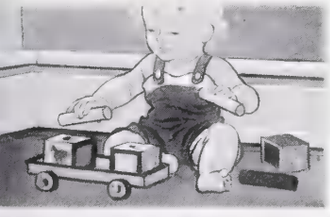
4 ***Features that help your home stay clean longer!***

Heat is directed out and away from wall through uninterrupted front opening. Your home stays clean longer. One piece bottom-back-top and full-length rubber strip (A) seals unit to wall.



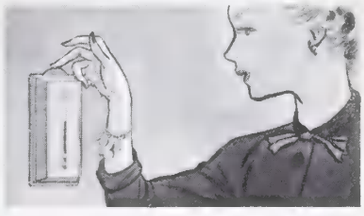
5 ***A new design that eliminates dirt traps and dusty grills!***

New Trane Baseboard Convector is rounded at the bottom. There's no corner to trap dirt. Plenty of clearance for dust mop or vacuum. Smooth for easy dusting. And no ducts to carry dirt.



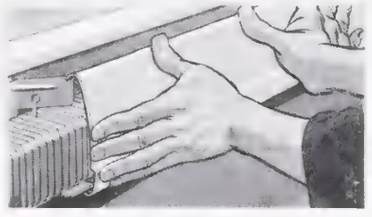
Hidden heat that neither burns nor blows hot blasts!

can touch it anytime. Cabinet of new Trane Baseboard Convector ver more than warm. And the heat out of it gently, evenly . . . never on-and-off, hot-and-cold blasts.



7 ***Fast response that keeps heat uniform and costs low!***

Copper and aluminum surface of this element gives extra fast response. You don't waste fuel on long warm-up and cool-off periods. And you don't have to suffer the too-hot, too-cool cycle.



8 ***Simple snap-on installation saves labor and money!***

In remodeled homes, or new, the Trane Baseboard Convector can be installed so fast, so easily that the initial cost for this better, more beautiful way to heat is low. Ask your heating contractor.



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All these Berkshire beauties are handsomely cut and finished, with extra full ruffles and picot edges. Lovely for keeps, too — for the famous Heberlein permanent finish gives lasting crispness without starch. So, for those extra luxury touches found only in custom-made curtains, choose Berkshire organdies in bright white or eight decorator colors.

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What side do you take in Opera's Perennial Controversy?



Parsifal, after 50 years as a musical Easter ritual, still continues to provoke pros and cons

By Richard Williams

The annual Easter performances of *Parsifal* at the Metropolitan Opera have now become a tradition. This year one performance will be broadcast on Saturday afternoon, making the sound of *Parsifal*, if not its sight, available to the nation. *Parsifal's* music has become known to more people than even its creator, not an overly modest man, would have dared to hope.

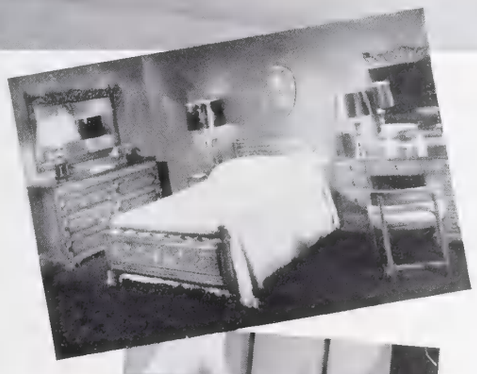
A classic though it is, *Parsifal* still engenders some controversy. It is not everybody's Easter dish. There are those who consider it a mighty drama set to mighty music, an asseveration of sublime philosophy, one of the noble products of the religious impulse. Then there are those who consider it a fustian sermon set to some fine but also tired music. *Parsifal*, as we know, is Wagner's last work. To some it is the crown of his achievement; to others it is a senescent echo.

Those who love *Parsifal* love it very much. They feel a deep reverence for it. To them going to a performance of *Parsifal* is almost tantamount to going to church, and they agree with Wagner's own selection of a special niche for the work. They are moved by the figure of the "pure fool" and exalted by Parsifal's regeneration, wisdom gained through pity. Those who do not like the "sacred festival play," as Wagner called it, not only doze through the long speeches, see no excuse for setting philosophy music, but also are perturbed—pelled even—by the Wagner mixture of sanctity and sex, purity and turpitude. The old se ualist, the composer of *Tannhä er's* "Venusberg Music" and of *Tristan* tragedy, here puts on monk's robe. But we can see silken garment underneath. Mo over, the symbolism, even if we cept it, is turgid; the evil magic not far removed from Orien fortune-telling. So the argum goes.

Yet whether or not we like dislike *Parsifal's* philosophy a drama, few will deny the pow and impact of the music; few to be awed by this complex a symphonic score to the compos of which Wagner did indeed n to summon the experience of a l time. Fewer still fail to ackno edge the true greatness of the su mits of the score. The "Good F day Spell," whether in the conc hall or in the opera, is overwhe ing if it is played beautifully. Y do not get beautiful playing every performance of Wagner music, but when you hear Tos nini play the "Good Friday Spe then it *is* a spell, deep and inel table. The melodic charm of second act, the orchestral in

(*Please turn to page* 79)

From the "Friar Tuck" Group for the Dining Room





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Bring spring indoors early

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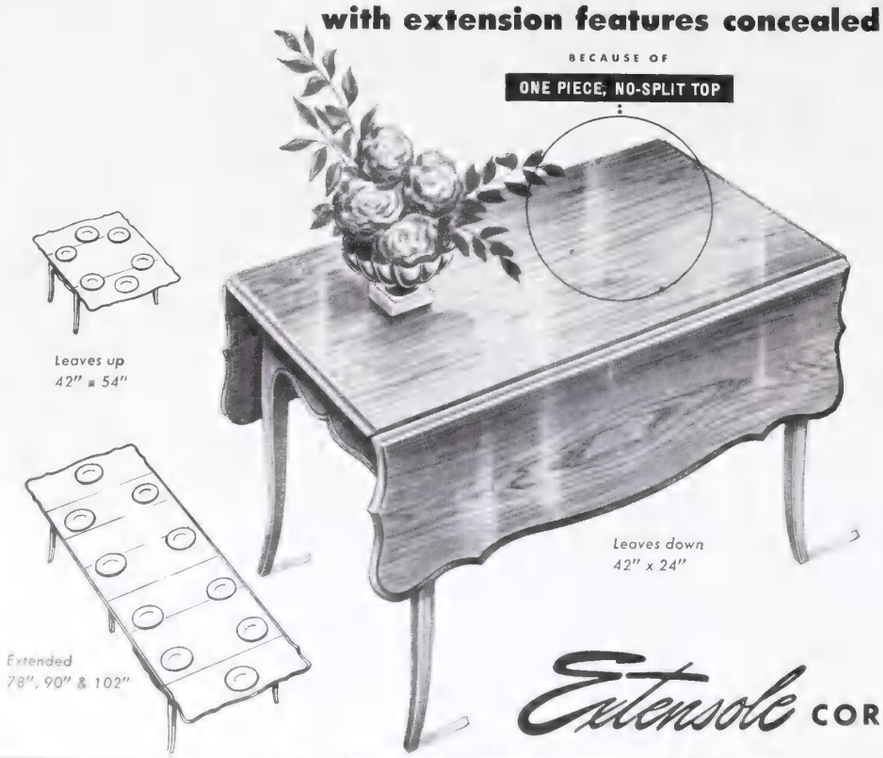
Try arranging cut flowers as a woodland scene. This "garden" requires only daffodils, grape hyacinths, violets and a few pieces of fern. Flowers are held on a heavy metal pinholder hidden in moss that keeps them fresh. Arrangement by Julia Clements.

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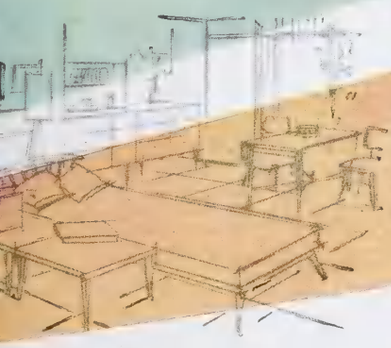
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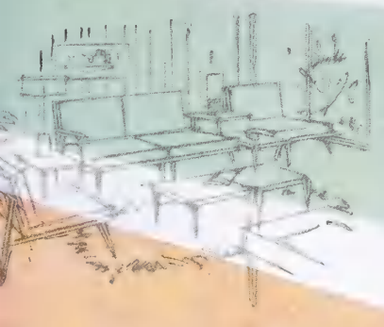
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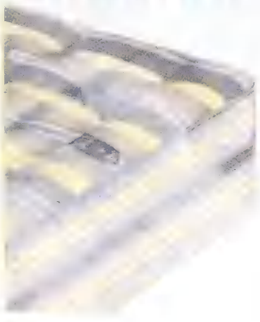
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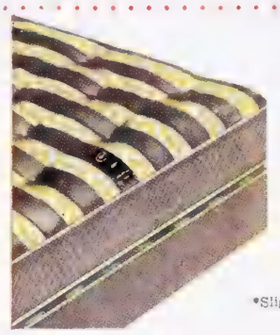
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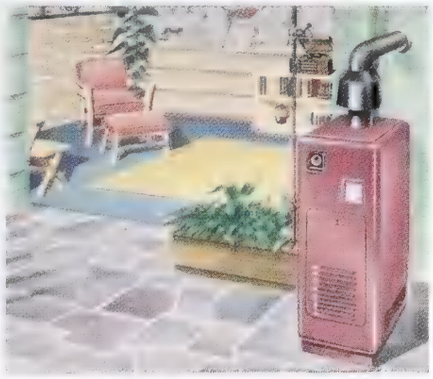
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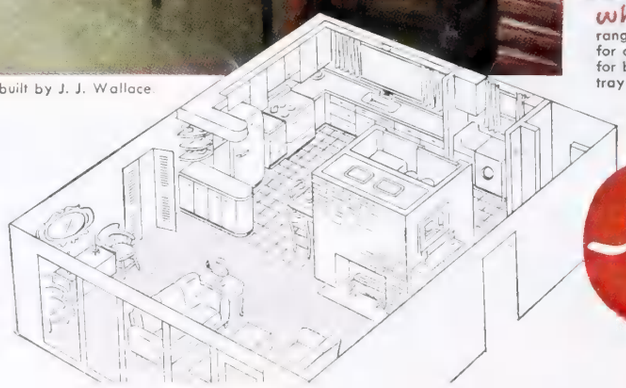


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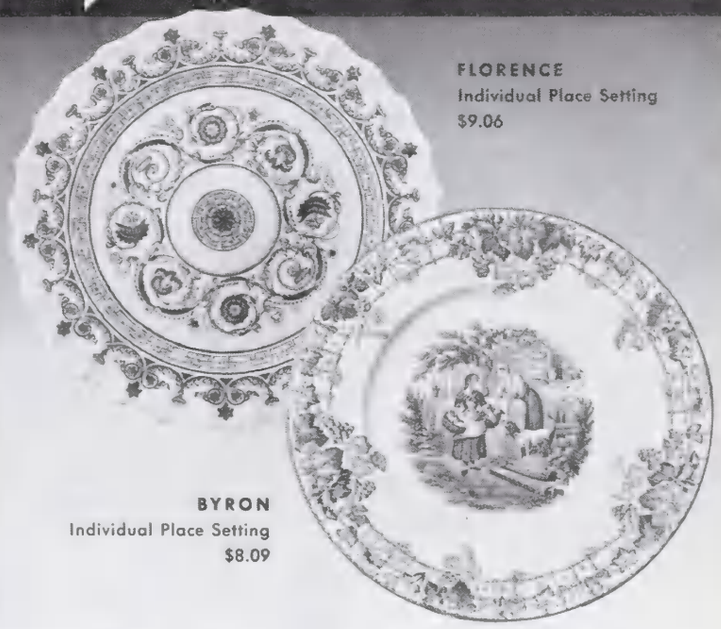


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Truly one of our most lovely hanging wall cabinets—this will add charm and grace to your home. French Provincial design, it is painstakingly hand-rubbed to a rich finish. Made of fine selected hard woods, it has glass sides, hinged door with open grill work (behind the grill work is a panel of glass making it completely dust proof). Available with MIRRORED or rich GREEN BACK. 24" high x 20" wide x 5½" deep—8" between shelves. In Fruitwood, Cherrywood, Mahogany, Antique Gold or Antique White. **$22.95**, shipping charges collect. Larger size in same finishes, 31" high x 25" wide x 6½" deep—8" between shelves. **$35.95**, shipping charges collect.

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Permanently preserve your most cherished mementos—Send any size invitation, snap shot, photo, negative, etc. and we will reproduce it on 10" white china plate. Overglazed to preserve finish. Ideal wedding or anniversary gift. Two week delivery.

$5.50 each postpaid

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INDIVIDUAL CASSEROLES IN-A-BASKET!

Individual casserole dishes, each in its own basket of natural reed hand-woven in Madeira. Dishes are high-fired stoneware, true reproductions of European hand-crafted Kiln products. Heat resistant, they can go from refrigerator to oven to table. Remove dishes piping hot from oven, place in basket and serve! Protects dinner table and hands. A really great value for your gift list for weddings, anniversary and birthday gifts. Dishes come in 3 colors: Buckwheat Brown, Stone White, Viridian Green and Chat Orange.

Set of four 1 pint oven dishes in 3 colors; or 4 of one color **$6.95** *postpaid*

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Hanging Letter Rack

Copied from Grandpa Lee's old wall file. Decorative, and you'll enjoy its convenience every day. During the holidays display your prettiest greeting cards. Hand scroll design. Solid cherry in rich cherry finish: 22 x 3½ inches. Postpaid . . . $5.55

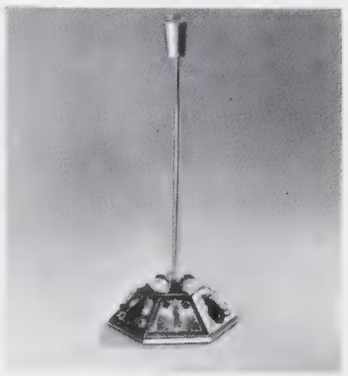
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WINDOW

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SHAKE A LEG and get the Golf-Eze Slacks for your husban The Bahama Linen-Weave Ray is washable, comes in colors th will make the country club gla our girls feel drab. Powder blu oyster, natural, grey, navy, maiz tan, tobacco, aqua, forest gree tangerine, bright red, lilac. Sen waist size and inside seam leng to end of cuff. $12.50 ppd. Joh Jarrell, at A. G. Spalding, 51 Fifth Ave., N. Y.



ACCEPT WITH PLEASUR the next wedding invitation y receive. Then send it *back* to t bride as a delightful gift, frame in polished silver plate, safe und glass, and backed with velvetee She'll hang it on her wall (it h a metal ring), or use it as a ca tray on the hall table. 4½" x 6 gift boxed. $5 ppd. The Villa Store of Lake Placid, La Placid 17, N. Y.



FLEXIKITE is a radically ne laminated plastic kite, designe by a noted jet plane engineer. It the first flexible, heavier-than-a flying craft. Its flexibility permi it to adjust itself to changes air currents so it hovers like sea gull. It can't break when crash lands. Bright red case b comes wind sock tail. 18" squa with 300' of nylon string. $3. ppd. Breck's of Boston, 323 Bre Bldg., Boston 10, Massachusett

SHOPPING WITH Pat Gunan



OUSE FOR PARLIAMENT arettes that will make your orite smoker feel like a lord the realm is a handsome brown igator sheath that slides right r the Parliament box. Men are d for it. And ladies are dis-vering that alligator, like a nk coat, makes them feel as if y were standing on a hilltop. th shield for engraving. $10 d. Serv-U, Dept. HB, 829 Wash-ton St., New York 14.



EGARDEZ! $10.95! From w through spring, you'll live this darling flannel Spencer it. In crease-resistant rayon nnel with the look and touch fine wool, the spencer jacket ps short at a soft full skirt. th trios of buttons and de-hable white piqué collar and ffs, it comes in navy, dove gray, st blue, sand beige. Sizes 7-15; 6. Add 25c post. Gilchrist's, x 663, Boston 2, Massachusetts.



POT ERASER. When they d us this was a "dry cleaning nt in miniature" we were eptical. But now we've tested it d we're here to tell you. A alk-like stick called the "Janie" l banish spots caused by ease, oil, food, and dirt. Rub . Leave for 10 minutes. Brush . Kit contains 1 large stick for me use, 2 small ones for purse, rush. $1 ppd. Page & Biddle, Station Rd., Haverford, Pa.



ALK-N-SMOKE, molded of ack plastic, attaches to any ndard French phone, and pro-es a chain-smoking chatterbox th a covered cigarette box and tray. Just snap it on. If, like you can't pick up the phone thout lighting a cigarette, you'll nk this is as sensational as we . You may also order it in lors to match plastic phone vers. $2.98 ppd. Bingham's, 5 Fifth Ave., New York 17.



MOSLEY'S OF CHICAGO

SPECIAL SALE

METALLIC Tablecloths

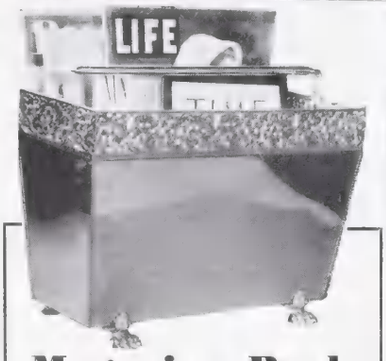
★ 54"x54"	$14.95
★ 54"x72"	19.95
★ 72"x90"	27.95
★ 72"x108"	34.95
★ 72"x126"	39.95
★ 12"x18" (place mats) ea.	1.50
★ 18"x18" (napkins) ea.	1.50

Prices include postage paid

Sparkling metallic threads woven into the cloth set off icicle stripes that shine down center and sides of cloth. Washable, of course.

Available in white with silver or gold metallic bands.





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This magnificent magazine rack is generous enough to hold all your current magazines. Painstakingly constructed of heavy gauge COPPER or BRASS, lavishly trimmed with embossed bands of brass, it has solid brass handles, is regally mounted on heavy cast brass feet, 7½" wide, 15½" long, 12½" high $19.50 *plus $1.00 for sending E. of Miss.; $1.50 W. of Miss.*

Matching Brass or Copper Footed Waste Basket—12¼" high. $17.50

plus $1 for sending E. of Miss. $1.50 W. of Miss.

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HAMS AND BACON

From Hawthorn-Mellody Farms porkers. These magnificent hams and bacon are cured and really hickory smoked to bring you the ultimate in eating enjoyment. Recipe folder included.

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Plump, tender, succulent, from Hawthorn-Mellody Farms. Milk and corn fed.

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Hickory Smoked Hams, 8 to 12 lbs., Per lb. $.97; Hickory Smoked Bacon, 9 to 12 lbs., Per lb. $.92; Hickory Smoked Turkey, 14-25 lbs., Per lb. $1.60.

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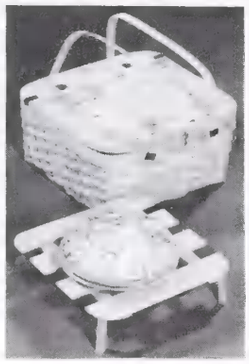
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***New England* PIE BASKET**

A gentleman from Down East tells us these are old as New England itself. Our guess is that Priscilla toted her prize apple pie in one, as she returned John Alden's call. It will bear your own lemon meringue in non-squashy safety to Church Bazaar, or fine, too, for taking a hot dish to a Pot Luck Supper. Holds two pies, and only **$3.95** plus 25¢ postage.

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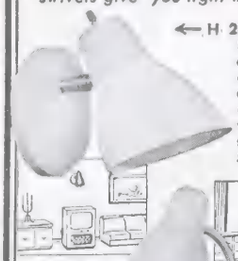
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JAN'S MODERN LAMPS

— most versatile lamps ever designed!

Stand! Hang! Clamp!

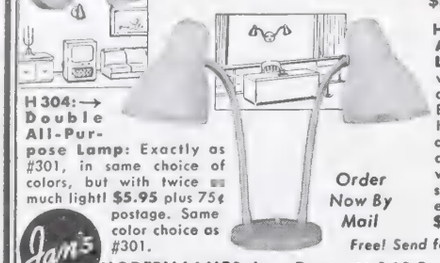
These ingenious lamps by Jan's are anything you want them to be! Desk lamp, Pin Up lamp, Clip-On lamp. Flexible arms or swivels give you light wherever you desire!



←H 201: **Pin Up Lamp:** Swivel on the shade is easily adjustable to any angle. All metal. Available in chartreuse, red, coral, green, grey, white, cream, black, sky blue. **$3.98** plus 50¢ postage.

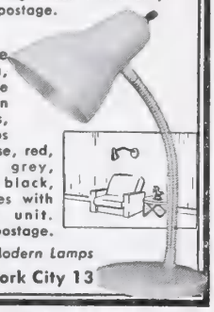


H 310:→ **Wall Lamp:** Amazingly versatile new design that diffuses light to any angle—shade and diffuser swivel to any desired position. Ideal for bed or desk. If permanent wall installation is desired, please specify: no extra charge. Shimmering brass finish only. **$8.98** plus 75¢ postage.



H 304:→ **Double All-Purpose Lamp:** Exactly as #301, in same choice of colors, but with twice as much light! **$5.95** plus 75¢ postage. Same color choice as #301.

Order Now By Mail



H 301:→ **All-Purpose Lamp:** 14" high, with 10" flexible arm in Satin Brass. It stands, hangs or clamps on. In chartreuse, red, coral, green, grey, white, cream, black, sky blue. Comes with extra clip-on unit. **$3.95** plus 75¢ postage.

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Jam's MODERN LAMPS, Inc., Dept. HB3 140 Bowery, New York City 13



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BLACK & COMPANY, Inc.

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sunset house

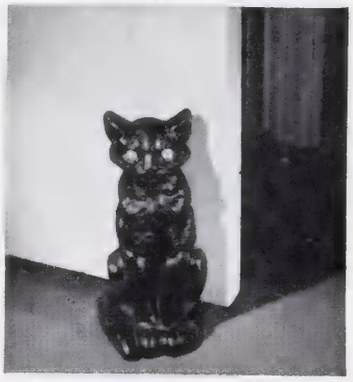
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WINDOW



TAFFETA FOR A PRETT GIRL, and her bedroom will h as pretty as she is. Luxuriou 200-count rayon taffeta comes i 9 decorator colors. Twin quilte coverlet is $11.95, full $12.9 Also, king sizes. Twin dust ru fle $7.95, full $8.95. Twin quilte spread $12.95, full $13.95. 90 long lined draperies $10.95. Shar $4.95. Vanity skirt $6.95. Ppd Swatches on request. Colten' 1351 Beacon St., Brookline, Mas



CAT TO A DOOR. Black a midnight he is, with yellow cat eyes that seem to dare the win to rattle the door he is holdin Let him guard a small scairt cat's room, because certainly n bogey-man would dream of cros ing a black cat's path. Heavy ca iron, about 12" high, $5.95 ppd Edith Chapman, Nyack, N. Y

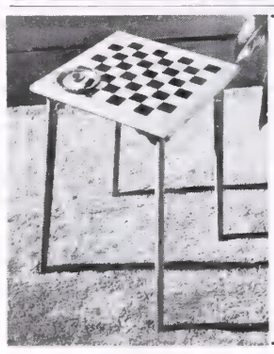


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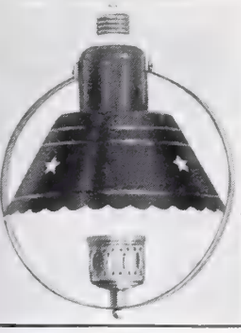
SLEEP MY PRETTY ONE, n this delicate basket bassinet, kirted with nylon tulle over pink r blue taffeta, edged with deep mbroidered nylon ruffles at top nd bottom, and tied with a big atin bow on each side. The bassiet has a padded lining, folding egs, detachable hood and hoop andle. $38.50 exp. coll. Marella Patrick Originals, 232 S. 'ulton, Allentown, Penna.



VE LOVE A CASSEROLE ut there was always the problem f having a plain old dish on the able when the rest of it is partiedp with your best china and silver. o you can imagine our delight hen we found that this ovenproof lass one comes all dressed up or dinner in its own wicker asket. 2-qt. round casserole, 2.95. 1-qt. oval, $2.50. Ppd. The tudio Shop, 557 Boylston St., oston 16, Mass.



HOOT MON, he'll feel as full f zip as a Highland Fling if you et him these smart plaid accents, ade of the finest imported Scotch ingham. 1" washable belt comes small, medium, large. $2.75. Vatch strap and bow tie to match re $1.50 each. Authentic tartans ith navy, green, red, white, or ellow predominating. Ppd. Mary ewis Fashions, Box 216, Glen lead, Long Island, New York.



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No wires to connect. **Only $5.75 postpaid**

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artisan galleries

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Other standard and custom sizes available in 25 colors. Send for folder, prices. Shipping charges collect. No COD's.

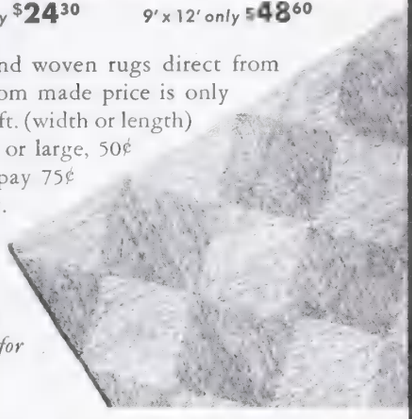
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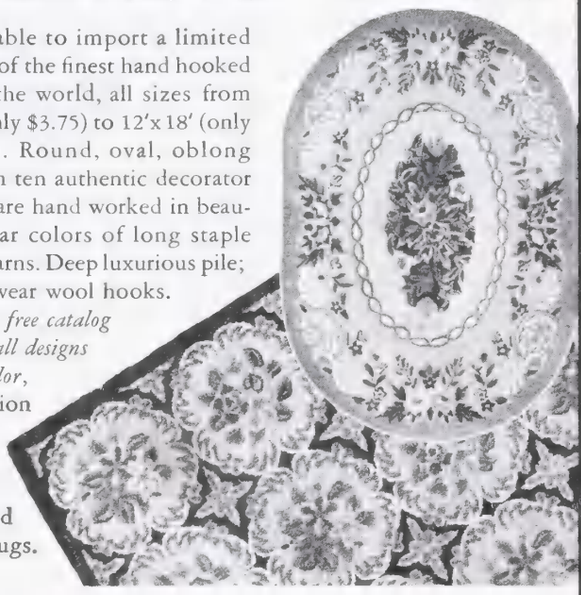
We import these fine hand woven rugs direct from Pacific Islands. Our custom made price is only 45¢ a sq. ft. for standard 9 ft. (width or length) sizes. Special sizes, small or large, 50¢ a sq. ft. You'd regularly pay 75¢ and more for this quality. Light natural color Bleached white, checkerboard and 36" squares also available. *Send coupon for color folder; enclose 60¢ for sample square.*



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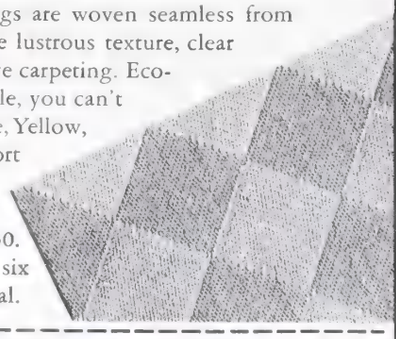
We are able to import a limited number of the finest hand hooked rugs in the world, all sizes from 2'x3' (only $3.75) to 12'x18' (only $137.50). Round, oval, oblong shapes in ten authentic decorator designs are hand worked in beautiful, clear colors of long staple cotton yarns. Deep luxurious pile; will outwear wool hooks. *Write for free catalog showing all designs in full color,* information about money-saving prices and sample rugs.



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These square-patterned rugs are woven seamless from colorfast sisal and have the lustrous texture, clear colors of the most expensive carpeting. Economical, reversible, washable, you can't wear them out. Gray, Beige, Yellow, Green, Off White. We import and sell at lowest prices. Other sizes: 8'x10' $38.50. 9'x15' $65.50. 10'x14' $67.50. Send for free color folder, six actual color samples of sisal.



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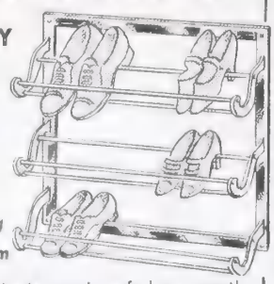
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STURDY SHOE RACK

In Gleaming Chromium

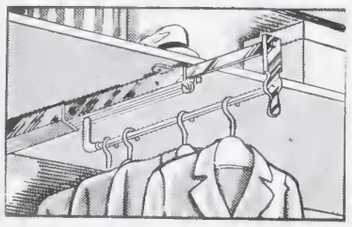


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Designed by famed Piatnik of Vienna, card maker for Europe's nobility. Each honor represents a famous royal person in history with his or her face exquisitely reproduced from a priceless painting onto the card. Plastic coated, Court Cards are sturdy, durable and stain-proof, despite their delicate beauty. Cards tipped in 24 kt. gold. Ideal for giving or for your own card games.

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Ward Phillips Co.

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Window Wonder Tool Opens Sticky Windows



$1.00 PPD.

IT REALLY WORKS!!! Even frees windows stuck shut for years. Specially designed saw teeth neatly cut away paint and warped obstructions so that windows raise and lower with ease. Just Send $1.00.



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2" x 87/8"

AT LAST . . . a storm window ventilator with "finger-tip" control. It S-L-I-D-E-S!!! Screens insects OUT; Lets air IN. Modernizes every ventless storm window in the house. Just send $1.00. Special!!! 5 for $4.75.

Mail orders shipped same day received. We pay postage. Money Back if not delighted.

SEND ALL ORDERS TO:

RENE-CRAFT PRODUCTS

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Lazyback

MOLDED FOAM RUBBER*

car pillows

Made of super-soft foam rubber with zipper covers beautifully tailored from authentic soft Scotch plaids. Just the right size for under the neck, face, back, elbow, or for a sleeping child. Adds comfort, luxury to any car.

Size 17 x 18 x 4. Colors: Red, green, blue. Send check or money order. Money refunded if not satisfied. Immediate delivery. Be sure to specify color. $6.95 postpaid. Write: Whitewater Latex Rubber Company, Box H-3492, Richmond, California.

*Firestone FOAMEX

Liquid Raw-Hide

NEW REDWOOD PAINT

REDWOOD COLOR

Make Any Wood Look Like Redwood



Apply Liquid Raw-Hide Paint—Redwood Color No. 5 to outside wood or metal. Gutters and Downspouts will look like wood. Redwood itself can thus be protected.

Liquid Raw-Hide Paint—Redwood Color No. 5 is Resin-Free (all oil base), made by the exclusive Behr process. Send $1.85 Qt., $6.40 Gal. Postpaid.

WOOD FINISHING BOOKLET WITH EVERY ORDER OR FREE ON REQUEST. Describes other Resin-Free Fine Finishes, clear or colored. GUARANTEED

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Including Fast-Drying Clear "Blond" interior and Fast-Drying Tough Marine Spar For Indoors or Out.



WINDOW SHOPPING



WORTH A FORTUNE in fu is Gong Hee Fot Choy, a Chine Fortune Telling Game. Play alone or with a group, it's a intriguing party "ice-breaker." combines the ancient arts of n merology and astrology, using board that's 17½" x 18½", wit 32 "houses" on which to lay t cards. Book tells significance each card. $1 ppd. Cards n included. Miles Kimball Co., Algoma Blvd., Oshkosh, Wis.



HEIGHT FOR PIP SQUEAKS is quickly gained stepping up on this two-step la der. It folds flat, so you can kee it in your closet for reaching ha boxes on that out-of-reach shel Keep another in the bathroom f the small fry who can't qui make the sink at toothbrush-tim With chrome handrails, larg platform, rubber treads and l tips, $5.95 ppd. Downs & C Dept. 1137, Evanston, Ill.



"ON THE ROCKS" and t glass to serve it in should ma your bar-tending husband's j lots easier. Old-Fashioned gla is decorated in 24k gold an white with "on the rocks." O the reverse side is a frosted pan to pencil in each guest's name whether he's drinking ry Scotch, or Bourbon; and the li uid measurement. $5 for 8 pl 50¢ post. Berne Marling, 1 Martine Ave., White Plains, N.

(Continued on page 36)



Your Treasured Wedding Gown Deserves This Special Care

Now it's easy to recapture the wedding day loveliness of your bridal gown. The exclusive Le Boeuf Process SAFELY, gently removes ruinous stains and soil, preserves and protects your gown in sealed vinylite case against moisture, moths mildew, etc. Bonded pick-up and delivery wherever you live. Fully insured. Write for free booklet, low prices.

MOTHERS: *for a thoughtful after-the-wedding gift, have daughter's gown renewed by Le Boeuf.*

Le Boeuf Co.

234 AMHERST STREET — Bridal Service Division. EAST ORANGE 4, N. J.



For Truly Bewitching Loveliness . . . the fascinating Duchess of Hollywood perfumes in three delightful fragrances—exciting CHANG . . . alluring CHARLETONE . . . spicy BOLERO. Each a really lasting and thrilling perfume. The attractive bottles are filled with dressing table appeal . . . cameo bedecked with a glowing jewel-like top. One-half ounce bottle, just $3.95 postpaid. (No C.O.D.'s, please.) Send 25¢ for generous trial-size bottle. Goldsmith's, 1126 Westwood Blvd., Los Angeles 24, California.

AVE up to $13 per pair!

NO IRONING!

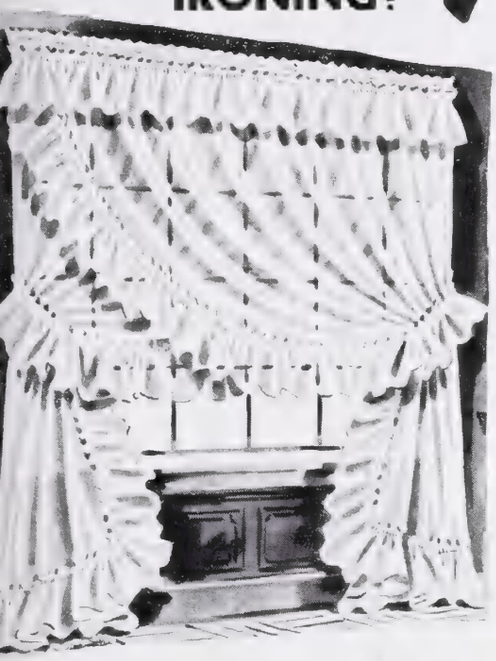
By ordering direct from **GODELL'S . . .**

FIBERGLAS* CURTAINS

Guaranteed by Good Housekeeping

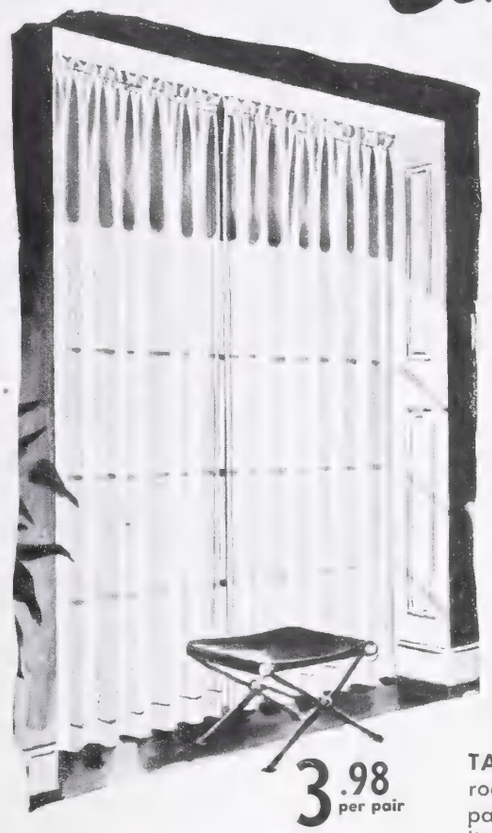
*Reg.

Godell's Curtains made of Fiberglas

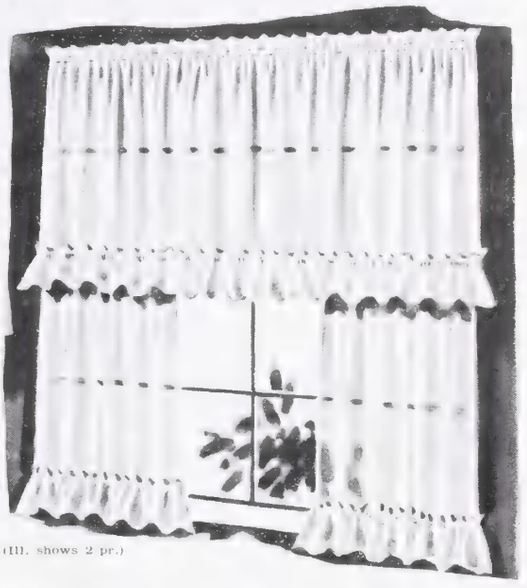


RUFFLED Usually 9.98 per pair. 86" wide to pair, 54" long, 6" Baby headed, dainty edged ruffles, permanently stitched. All sizes wide enough to criss-cross (as shown) or hang Priscilla-style. Also available in double or triple widths.

5.98 per pair



3.98 per pair



(Ill. shows 2 pr.)

TIERS These smart Fiberglas Tiers add that elegant "decor" look to a room. Usually 4.98 per pair. 72" wide per pair—30" long.
36" long, regularly $5.59—now $3.19
40" long, regularly $5.98—now $3.39

2.98 per pair

TAILORED These lovely curtains distinguish any room. Usually $5.98 per pair. 76" wide, per pair, 45" long. See how little they cost (price lists below). Ample hems, beautifully stitched.



ARTHUR GODFREY *says—*

"Beautiful, yet they save you work and money too!"

FIVE YEAR GUARANTEE

certificate goes with each purchase.

NO IRONING! Hang dry in 7 minutes. Can't burn, shrink or rot. Unharmed by sun, mildew, rain, radiator heat.

3 STYLES Ruffled, tiers, tailored

26 SIZES to fit any window

Lovely ivory-white color

RUFFLED Width to pair	Length	Usually	OUR Price
86"	54"	$ 9.98	$ 5.98
"	63"	10.98	6.98
"	72"	11.98	7.69
"	81"	12.98	8.39
"	90"	13.98	8.98
"	99"	14.98	9.69
168" (Double Width)	72"	22.98	14.98
168" (Double Width)	81"	24.98	15.98
168" (Double Width)	90"	26.98	16.98
168" (Double Width)	99"	28.98	17.98
246" (Triple Width)	72"	32.98	22.98
246" (Triple Width)	81"	34.98	23.98
246" (Triple Width)	90"	36.98	24.98
246" (Triple Width)	99"	38.98	25.98
TAILORED			
76" wide to pair	45"	5.98	3.98
"	54"	6.59	4.39
"	63"	6.98	4.79
"	72"	7.79	5.39
"	81"	8.49	5.79
"	90"	8.98	5.98
"	99"	9.59	6.59
"	108"	9.98	6.98

Enjoy ALL These extra advantages

iberglas economy is not only in ost, but in long-lasting loveliness, nd hours of hard work saved.

	Fiberglas Curtains	Ordinary Curtains
eautiful	•	•
Vash, dry, 7 min.	•	
o ironing	•	
o stretching	•	
o starching	•	
o shrinking	•	
o sagging	•	
o mildew	•	
o rot	•	
an't catch fire	•	
eat-proof	•	
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Vash-fast	•	•
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ranslucent	•	
ood drape	•	•
ng life	•	•

Order by mail with full Confidence

MONEY-BACK GUARANTEE IF NOT SATISFIED

Mail Now for Immediate Delivery

godell's

31 West 27th Street, N. Y. 1

Why such amazing values?

Because Godell's specializes in fine curtains, has enormous buying power plus great savings, in production and distribution, which are passed on to you.

PHONE MU 5-5353

On N.Y.C. ORDERS ADD 3% Tax

GODELL'S Dept. F3A, 31 West 27th Street, N. Y. 1, N. Y.

Please send me the following Fiberglas curtains.

MAILING CHARGE
To prepay add 30¢ for first pair; 10¢ each additional pair.

I enclose $..... Check ☐ M.O. ☐ C.O.D. ☐

RUFFLED			TAILORED			TIERS		
Quan.	Size	Price	Quan.	Size	Price	Quan.	Size	Price
....	....	....	....	....	....	....	....	....
....	....	....	....	....	....	....	....	....
....	....	....	....	....	....	....	....	....

Name.....

Address.....

City.....



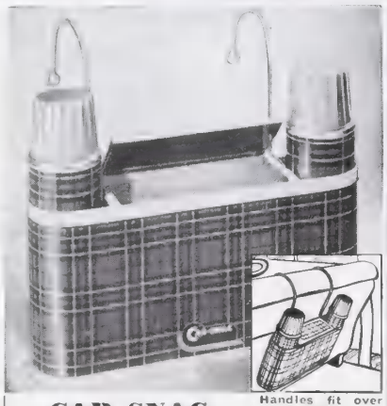
Embroidered curtains "turn tailored"—

our famous embroidered curtains by Lovely Lady are particularly charming in this new tailored version. White muslin with a wide eyelet embroidered edge, in lengths to fit all types of windows. 54" long, 11.95 pair; 63" long, 12.95; 72" long, 13.95; 90" long, 15.95 Separate valance, 72" wide, 3.95 each. Not shown, demi-curtain, 72" wide, 38" long, 8.95 each.

LORD & TAYLOR

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Also at Westchester and Millburn



Handles fit over seat.



Swing for carrying.

CAR SNAC

Going for a Sunday drive or picnic. Just hook CAR SNAC over back of your front seat. Its 2 qt. size vacuum bottles keep coffee, tea or cocoa piping hot. Cocktails or milk icy-cold. Lots of room for sandwiches, too. Swing handles together for easy carrying. Plaid design on metal.

$9.95 *postpaid in U.S.A.*

Send for Encyclopedia of Home Entertaining 27

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Toddlers — and Mothers — Love

TERRYKINS **$2.98** *Postpaid.*

FOR SLEEP and PLAY!

Soft, absorbent 2-pc. terry cloth suits with matching booties. Tots love them because they're so soft and comfortable. Mothers love the way they wash in a jiffy, fluff dry without ironing. Full cut for active play without binding — elasticized for snug fit at neck, wrists, waist, and ankles. Mint, Maize, Blue, or Pink.

MATCHING "BIBIKINS" BIBS 98c

miles gardiner

FOR CHILDREN

4557 MAIN STREET SNYDER, N. Y.



the gift for a gardener:

SOAKEZE Multiple Root Soaker soaks 5 plants at one time!

SOAKEZE attaches to garden hose. Has 5 outlets, each with small Koroseal hose attached; two 13 feet long, two 9 feet and one 7 feet. Just place ends of hose at base of selected plants and run a small stream of water for deep, thorough soaking. Light and easy to handle; 5 year guarantee.

Complete unit, ready to use, **$6.95.** for use with sprinklers, order SPRINKLEZE, $8.95

Guaranteed satisfactory. Send check or MO and we pay postage.

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Thousands of happy customers *say this*

EARLY AMERICAN LADDER-BACK CHAIR is a *"Miracle Value"* at **$6.75**

Fully assembled—*ready-to-use*

Don't let the price fool you! Here is a chair of authentic design with a hand-woven fibre rush seat, crafted by mountain folk according to an age-old method. Sturdily constructed of solid native hardwood.

Unconditionally Guaranteed!

Height 32" Seat 18" x 14"
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Light natural finish $7.75
Mahogany, maple, walnut, cherry or pine finish $9.50

COMPARE FOR QUAINTNESS AND CHARM! COMPARE FOR UNRIVALLED VALUE!

Write for FREE catalog of other Early American reproductions.

Minimum Order: 2 Chairs

Express Charges Collect *Sorry, no COD's*

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WINDOW SHOPPING

CONTINUED FROM PAGE 34



SLEEPY BUNNY cuddles clo when Easter's nigh, and through the year shoos aw Bogey-man tears. This plush la has a zippered back which hol 3 wee bunnies, chartreuse, l ender, and pink! Mommy is happy Easter yellow, or a yu my lavender, and she's wond ful! $8.50 ppd. Malcolm's, 5 N. Charles St., Baltimore 1, M



BE AN ANGEL and send the chubby Cherubs to the most e gaging big or little imp you kno If she hangs them over her b or vanity they may exert a hea enly influence on her naughtine Or hang them over your own f cherub's bathtub. Plaster co position, in white, pink, or fle with brushed gold, 5½" Cheru are $3.25 pr. Angel Face Clust 7" wide, $2.75 ea. Ppd. Holid Products, Pontiac, Ill.



NONE OF YOUR BUSINES files for your living room. I stead a handsome piece of f niture with an interior as bu ness-like as any standard offi file. In traditional mahogany f 18th-century rooms, or blon wood for modern rooms, it has standard file drawers; doubl as end table or night stand. 16½ x 22½" x 28" high, $36.98 ex coll. H. L. Hubbell Mfg. C Dept. PR43, Zeeland, Michiga

(Continued on page 41)



DESIGN YOUR OWN MODERN FURNITURE

With Silver Satin Finish Legs

Attach to plywood, flush doors, etc. . . . under sofas, bureaus etc. Beautiful chrome-plate brushed satin finish for custom-made elegance. Plastic glides protect floors.

Leg Height	Use Under	Price Set of 4
6"	sofa, bureau, bookcase, cabinet	$6.75
9"	same as above; also low tbl.	6.95
14"	coffee, cocktail tbl.	7.95
20"	lamp, television, end tabls.	8.95

Shipped prepaid. Screws included. Calif. residents add sale tax. No C.O.D.'s.

Write for catalog of other "Build Your Own" furniture.

E. F. LAWRENCE IRON WORKS

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Cut Your Score With

BEN HOGAN'S ROLL-OUT GOLF GREEN

Rivals Real Grass

A perfect putting green in your own home, rumpus room or den. 8' long, 21" wide. Automatic putting cup. Packed in sturdy store-away tube only 22" high and 8" in diameter.

$9.95 ppd.

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It costs so little

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Nature's Most Beautiful Flooring...Wears for Years and Years!

Compare it with floor coverings

Kencork costs less than wall-to-wall broadloom...yet it is easier to clean...far outlasts carpeting.

Compare it with hardwood floors

Kencork is long-lasting...yet quieter underfoot...comfortable. Warm in winter, cool in summer.

NO OTHER FLOOR IS SO LUXURIOUS AND PRACTICAL, TOO. Made only of pure, tough natural cork, Kencork's rich beauty is astoundingly durable...resilient to walk upon...and yet so easy to keep clean. Only occasional waxings are needed to retain the subtle luster of this lovely floor...in fact, many Kencork Floors in constant use for 30 years and more still look and feel as luxurious as new. Kencork saves you money, too, because it needs no other floor covering.

ONLY KENCORK GIVES YOU WALLS TO MATCH. Yes, you can repeat the gracious dignity of your nut-toned Kencork Floors with Kencork Walls. Decorators love Kencork's rich textural interest with fabrics, paintings and furniture of every type and period. Kencork is such a beautiful foil for today's most exquisite room colors!

Your local Kentile dealer will give you a FREE estimate on the surprisingly low cost of Kencork for your floors and walls. Look for his name under "FLOORS" in your Classified Telephone Directory.

Kentile, Inc., 58 2nd Ave., Brooklyn 15, N.Y. . . . RESILIENT TILE FLOORING FOR FIFTY YEARS
Guaranteed Kentile Asphalt Tile . . . Kentile Rubber Tile . . . Kencork, the Original Cork Flooring

KENCORK® FLOORS WALLS

The Charm of a Cherished Heirloom Bedspread

Slightly sentimental, completely fresh and lovely—this fine Heirloom design adapted from a beautiful old bit of brocade and named appropriately, ***Rose Brocade.*** You know it's a Needletuft by the craft-like stitcheries . . . Punchwork floral wreaths centered with Candlewick, scalloped rows of French Knots adorning the fringed full-to-the-floor sides. Like all Needletufts, it remains beautiful through countless washings. Antique Yellow or Old Rose with blending florals on Cabin Crafts' Heirloom White Colony Cloth at approximately $30. See the complete collection of Needletuft bedspreads from about $10 to $50 at fine stores everywhere . . . see, too, Needletuft's cotton carpeting, equally at home with heirlooms or modern pieces.

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BEDSPREADS

and other washable products for the home:

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Setting by John and Earline Brice



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Needletuft® Textiles

You'll leave the commonplace behind

when you first set eyes on...



FAR HORIZONS

Rattan Furniture

It's time for a change—to furniture with an aura of romance about it.

You deserve a gay place—comfortable, bright, informal, a place for dreaming of far horizons. John Wisner's new group (he designed the exclusive Ficks Fabrics, too) is the means to that happy end. Far Horizons Rattan Furniture is on display at fine stores everywhere.

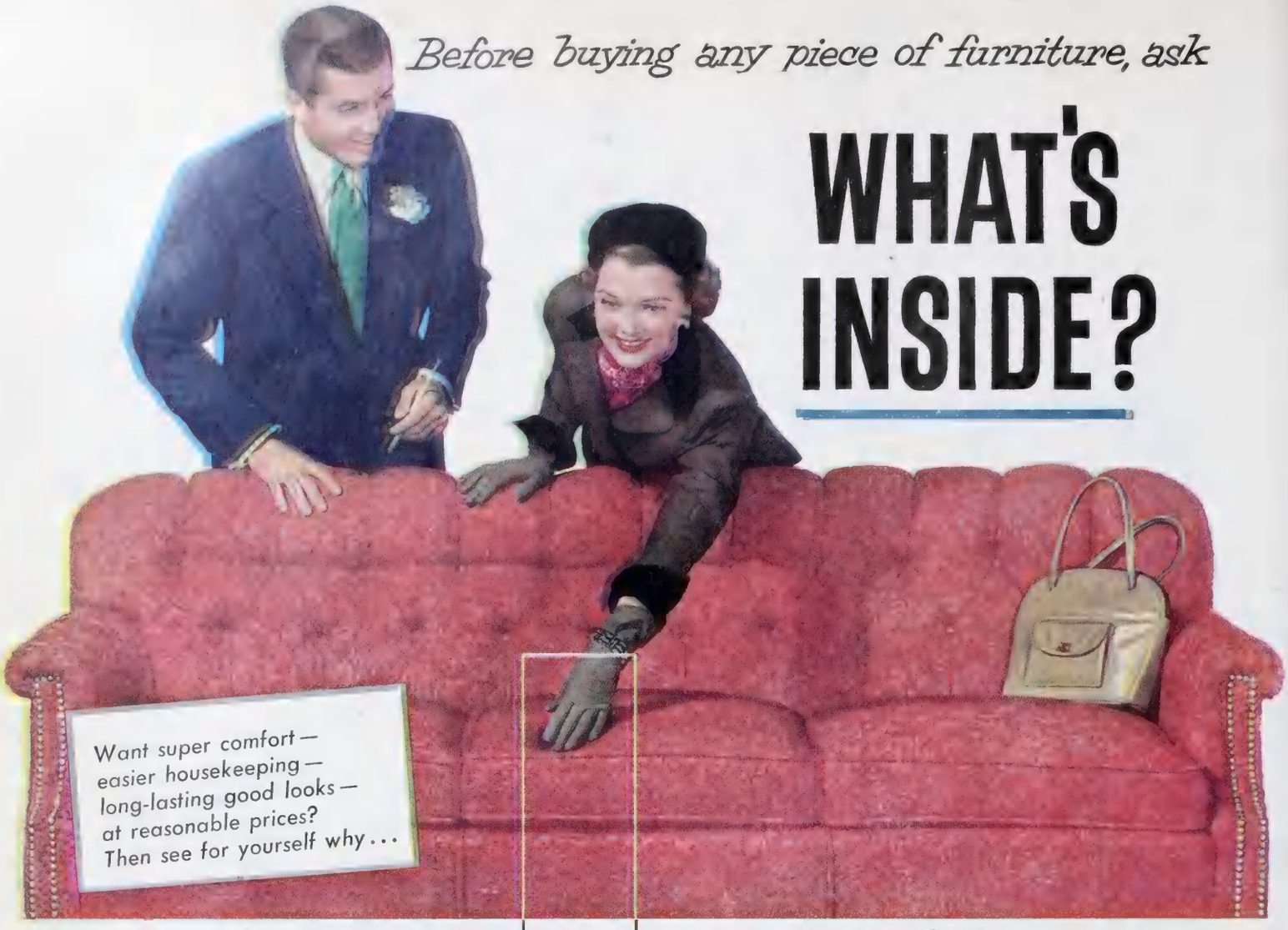
Write us for the name of the one nearest you.

Ficks Reed Co.

424 Findlay Street Cincinnati 14, Ohio

Before buying any piece of furniture, ask

WHAT'S INSIDE?



millions of air cushions here make all the difference

IT'S what is underneath the upholstery—*the cushioning*—that plays such an important part in furniture value today. AIRFOAM, Goodyear's revolutionary super-cushioning, has over 500,000 tiny air cells in every cubic inch—as the microphoto at the right shows.

These buoyant, resilient air cushions give furniture a blissful comfort that lasts for years. AIRFOAM lightens housework, too, because it plumps back into shape instantly, never needs "fluffing up," even when your young Indians jump all over it.

AIRFOAM keeps this springy comeback for life—keeps your furniture always tidy and comfortable. It's cool, doesn't harbor moths or excite allergies. That's why better manufacturers of all styles of furniture—traditional, contemporary and modern—are now featuring AIRFOAM cushioning.

So why be satisfied with old-fashioned, lifeless, cushionings when the glorious lifetime comfort and buoyant, nonsagging crush-resistant good looks of AIRFOAM can be yours—in the furniture of your choice, at prices everyone can afford? Be wise and thrifty—find out what's inside before you buy! *Goodyear, Airfoam Dept., Akron 16, Ohio.*



AIRFOAM greatly magnified

Airfoam MADE ONLY BY GOODYEAR

THE WORLD'S FINEST CUSHIONING

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

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Airfoam [illegible] cushions the [illegible] enhances the [illegible]



IN PILLOWS and ENGLANDER MATTRESSES—
AIRFOAM gives cool, healthful, sleep-inducing support—never sags, lumps or needs turning.



IN SMART FOOTWEAR—
AIRFOAM gentles the jars . . . never mats down—feels just wonderful for the life of the shoe.



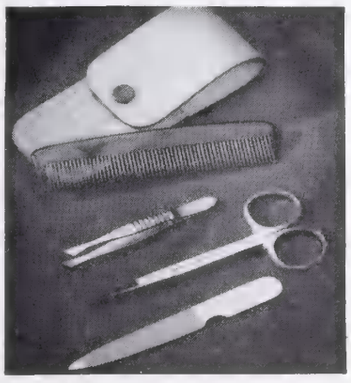
WINDOW SHOPPING

CONTINUED FROM PAGE 36

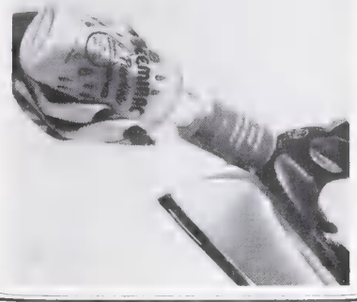
TRÈS CHICK is the Chicken Planter Pin-Up Lamp. The cocky doodler comes in red or black plastic. Below him is the planter. Above him is the lamp, topped with a fern-designed oval shade. All this for $3.95 ppd. Then if you really want a decorative splash, you can make a grouping of matching chicken plaques around the lamp. Plaques are 89¢ each ppd. Ward Phillips, 9 East Main Street, Dundee, Illinois.



YOUR FATHER'S MOUSTACHE will be as elegantly groomed as Adolph Menjou's if you get him this intriguing set. It consists of blunt-end surgical trimming scissors (equally talented at removing unwanted hairs from nose and ears), a moustache comb, tweezers and file. In a pocket-size leather case, it's just $3.75 ppd. From The Vermont Crossroads Store, Waterbury, Vt.



STEAM-IRON WATER PURIFIER makes ordinary tap water safe for steam irons and batteries. No need for distilled water, because this purifier takes the minerals and salts out of tap water, making it rain-soft and chemically pure. Fill plastic squeeze bottle with regular water, slip resin filter in place, and fill iron or battery. $1.75 ppd. Walter Drake, Drake Bldg., Colorado Springs, Colo.





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when you fill our decorative wall fragranceer with Edco. This appealing, long lasting fragrance floats graciously through your home dispelling stale, unpleasant odors. Artfully created by master perfumers. SINGLE FILLING LASTS WEEKS. Perfect for closets, bathrooms . . . and every room in your home. One wall fragranceer and 8 oz. bottle (6 months normal use) **$3.50** ppd.

Choose ribbed or floral vase—Blue Spruce or Trefle fragrance.

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EDCO FRAGRANCE INC.
252 Norman Avenue, Brooklyn 22, N. Y.

GUARD YOUR CHILD'S POSTURE

■ Youngsters can now enjoy eating at the dinner table. No more propping! A-JUST RITE patented chair *UNIT* does the trick. A flip of the wrist and seat raises 4 inches from its normal position. Handy around the kitchen to "sit-up" at work table, ironing, etc. Choice of chrome dinette chair, upholstered in red, yellow, blue or green Vinyl plastic with *UNIT installed*, 14.95, f.o.b. factory, or *A-JUST-RITE UNIT only*, that fits all chrome and wood dinette chairs and mounts under seat in minutes, only 6.95 ppd. No C.O.D's. please. Money back guarantee.

A-JUST-RITE PRODUCTS CO.
3402½ W. 3rd St., Dept. H-1, Los Angeles 48, Calif.



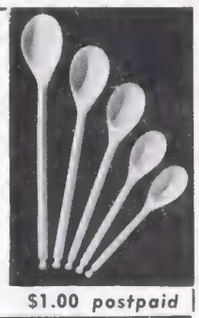


SWEDISH "3-IN-1" PAN

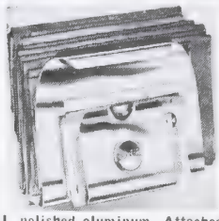
Made in Sweden of heavy, hardened cast aluminum. Will retain its high lustre finish for a lifetime—never requires polishing. Takes the place of 3 pots, each on a separate burner. Prepares an entire meal at one time—afterwards there's but one utensil to clean! Saves time, work and fuel. Perfect for warming left-overs or heating baby's food. Large compartment holds about 1 quart, small compartments 1 pint each. **$6.95** *postpaid*

5-PIECE WOODEN SPOON SET

What a value! And what grand spoons! They are made in the Black Forest of Germany of polished hardwood. Use them and protect your good pans and pots against scratches—your food against metallic taste. They are in natural wood finish—the longest spoon is 15½" long, the shortest 9". No kitchen is complete without them. 5-Piece Set .....



$1.00 *postpaid*

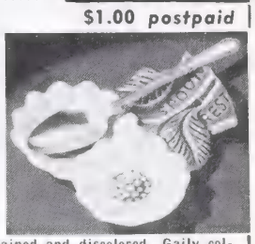


KITCHEN DOOR BAG HOLDER

Empty bags clutter up closet shelves, drawers — are hard to get at when needed. The bag holder keeps them neat and readily accessible. Special clip for favorite recipes, coupons and bills. Made of mirror-like polished aluminum. Attaches to kitchen or cabinet door. Screws included. 6" x 7".

$1.00 **2 for $1.95** *postpaid*

DOUBLE "SUN-FLOWER" SPOON REST

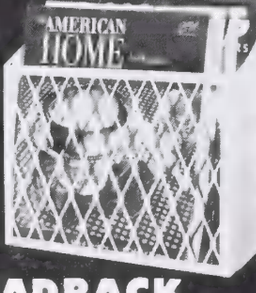


For parking forks and spoons between stirrings and servings. Keeps sink tops clean. Prevents enameled stove tops from becoming stained and discolored. Gaily colored pottery sunflowers will accommodate two spoons at one time. (Wonderful when canning fruits or vegetables or making jelly and preserves.)

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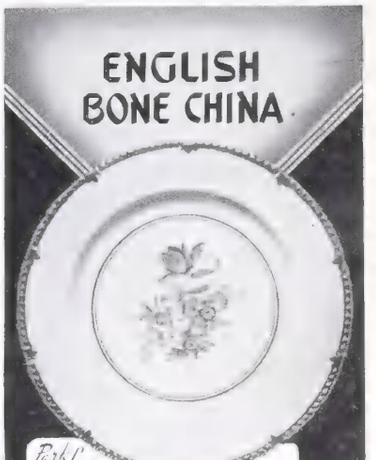


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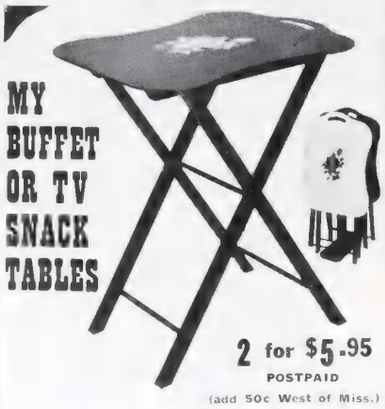
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WINDOW



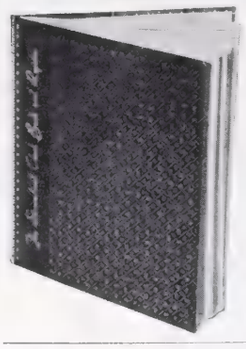
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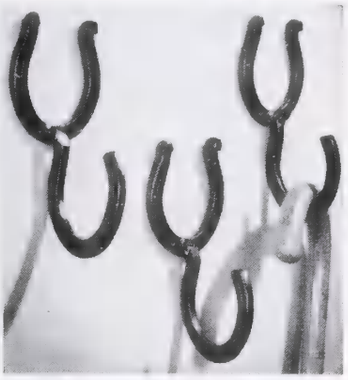
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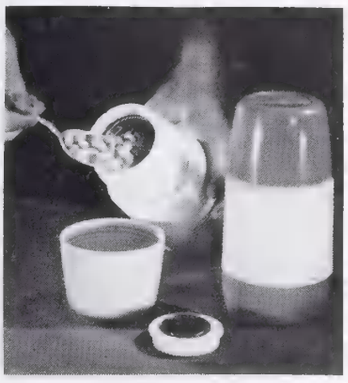
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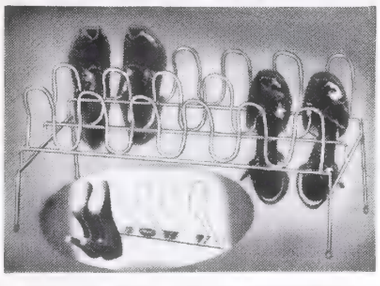


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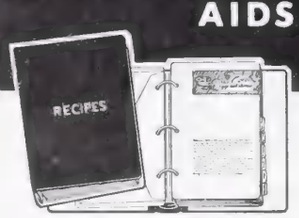
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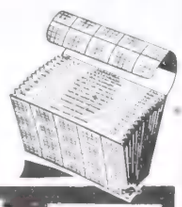
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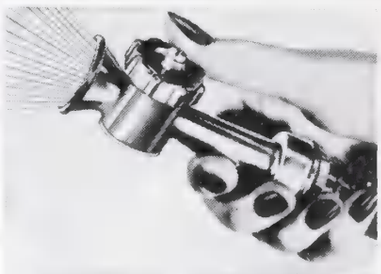
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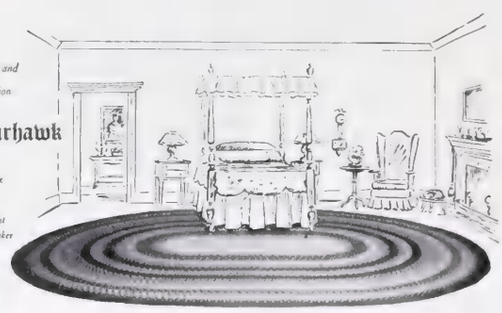
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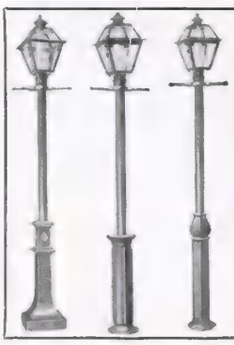
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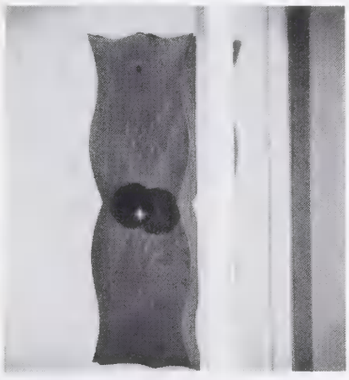
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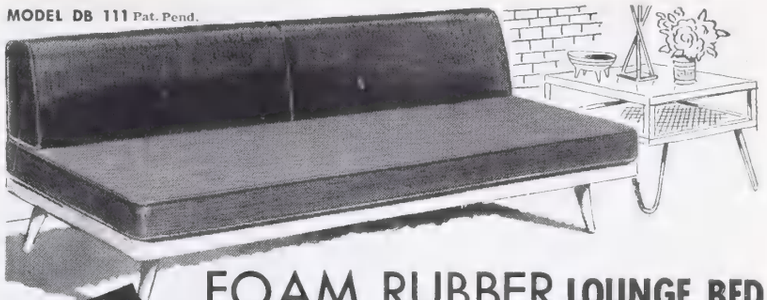
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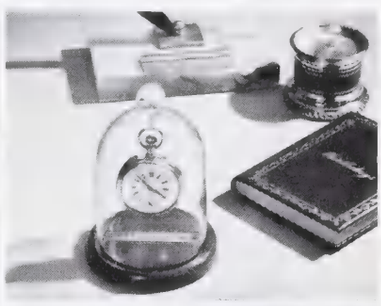
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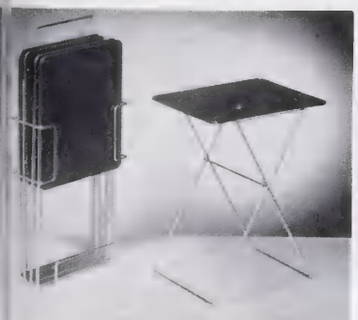


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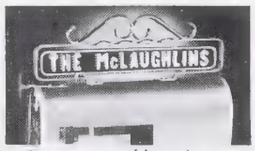
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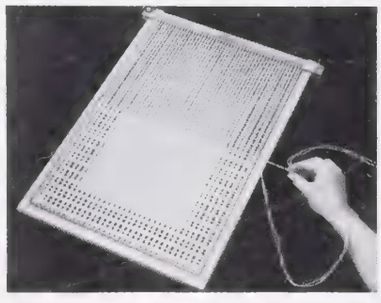
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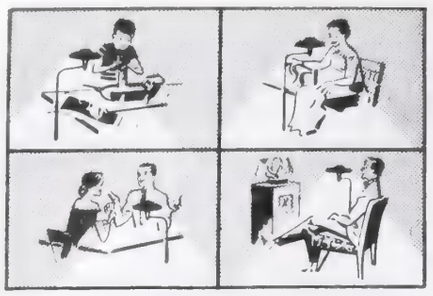
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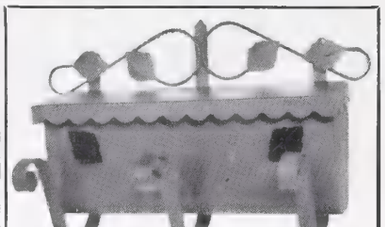
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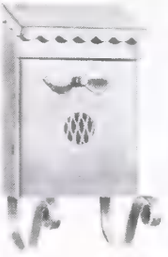
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(Continued on page 53)



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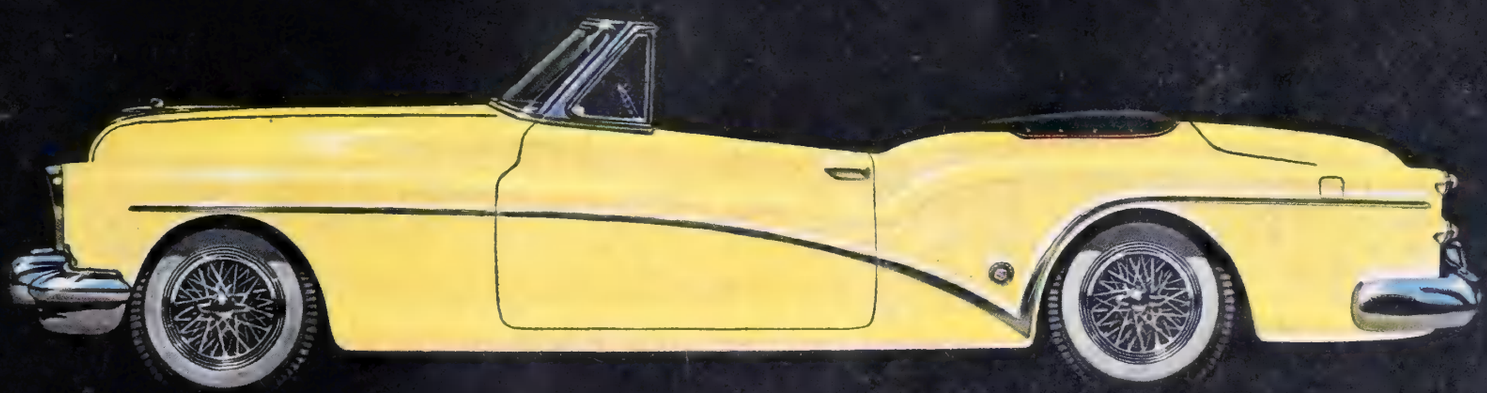


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The bath is of non-flexing iron, cast for strength and rigidity that protect the lustrous Kohler enamel. A low front, bench rim, slope end and flat bottom make it safe and comfortable. The vitreous china lavatory is roomy, has integral soap dishes, convenient shelf. Glass-hard surfaces insure easy cleaning.

Chromium-plated fittings match the fixtures in style and quality. The Niedecken mixer simplifies control of water temperature for shower and bath.

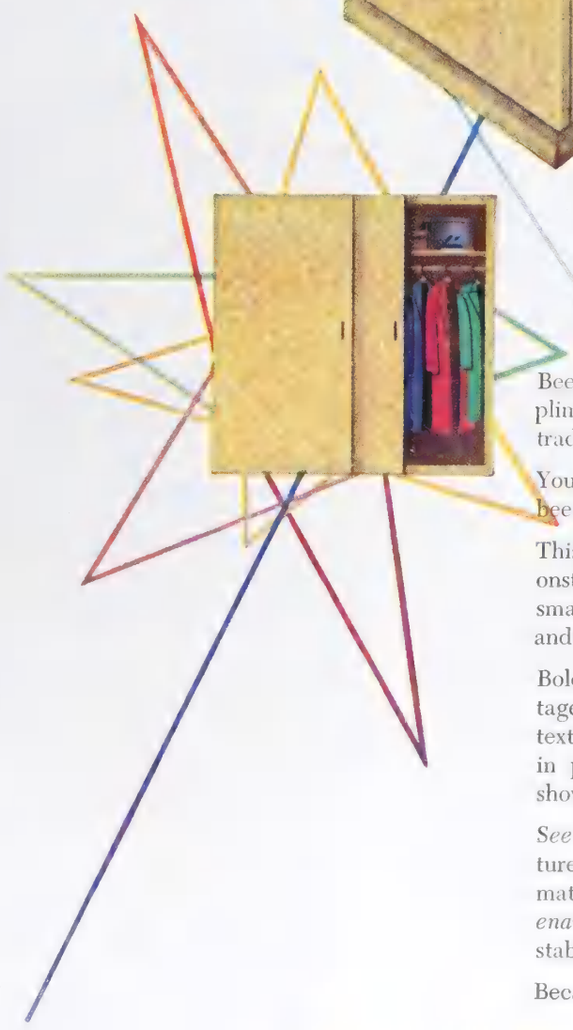
Choose fixtures bearing the Kohler mark of genuineness for bathroom, washroom, kitchen or laundry. Consult your Kohler dealer. Write for booklet F-2.

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WINDOW SHOPPING

CONTINUED FROM PAGE 48

WE LUNCHED with a decorator last week at a card table in front of her fireplace. The table was laid with a dark green cloth. A footed bowl was piled with gold Christmas tree balls. And a copper Grecian pitcher, like this one, held the water. The effect was a combination of elegance and charm. Or you can convert the 17" pitcher into a lamp base. $21 exp. coll. Art Colony Industries, 69 Fifth Ave., N. Y.



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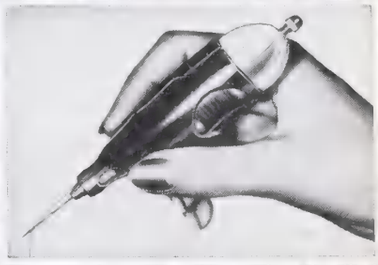
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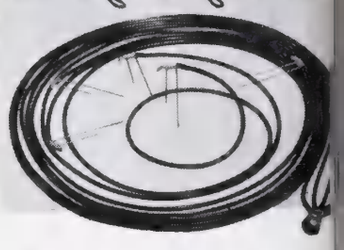
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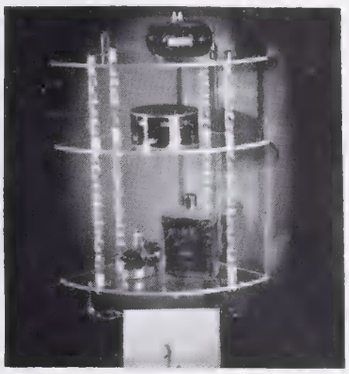
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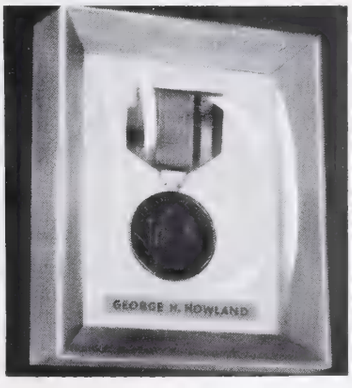
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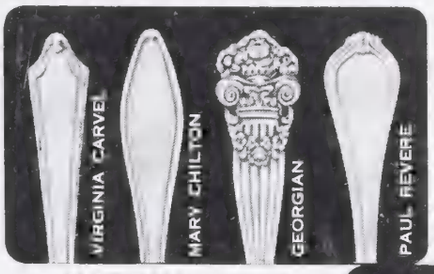
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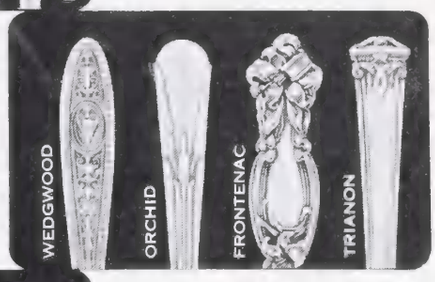


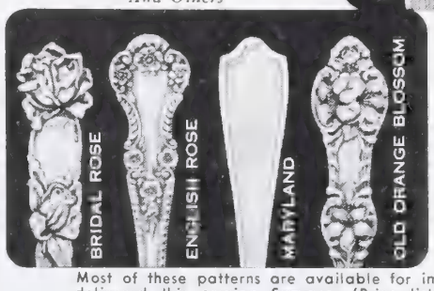
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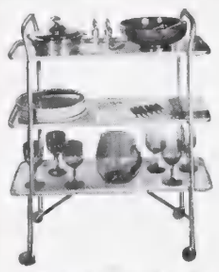
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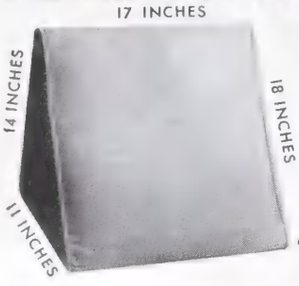
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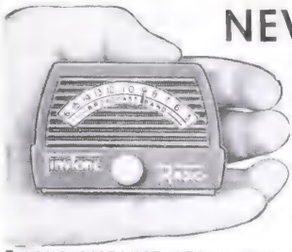
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ABOUT CIGARETTE PACKAGE SIZE—Weighs only 4 ounces!—GUARANTEED TO "RECEIVE" LOCAL STATIONS CLEARLY IF USED AS DIRECTED OR REFUND! NO TUBES—BATTERIES OR ELECTRIC POWER HOOK-UPS OR "PLUG-INS" NEEDED—WORKS EVEN WHEN ALL POWER IS OFF—DURING "BLACK OUTS." Has beautiful two color black and red cabinet. USE IT MOST ANYWHERE YOU GO! Nothing to run down or burn out. Should last for years.

SEND ONLY $1.00 (bill, ck, mo) and pay postman $3.99 COD plus postage or send $4.99 for p.p. delivery. COMPLETE WITH EXTRA ($1.00 value) LONG DISTANCE AERIAL KIT AND PHONE—Wonderful gifts for boys and girls. LIMITED SUPPLY DUE TO PRESENT CONDITIONS. Order now to assure delivery.

MIDWAY CO. Dept. BHB-3 KEARNEY, NEBR.



WINDOW



LEND SPICE TO T CHEWING with gorgeous fl accents. The gift box incl Cocktail Sauce, Garlic Dres Tartar Sauce, and Bleu Ch Mayonnaise—all concocted Grandma Anderson's Preser Kitchens. $3.50 ppd. You'll Grandma Anderson's Fa Cook Book, too. The 500 re are *something*. $3.15 ppd. G ma Anderson's Preserving K ens. Wabasha, Minn.



THEY KISS AND TELL who it is that has come cal They kiss and tell your g how welcome they really are. we think this solid brass knocker will make your front look especially inviting. It French design, and it's calle all things) "The Kiss." The is a wonderful $6 plus 25¢ Muriel Duncan, 321 Ninth Haddon Heights, N. J.



BASKET OF CHEER every busy household, is commodious catch-all. It's pe for dozens of jobs: as a toy in the nursery, for family nics, as a wood basket by the place, for storing extra clo as a guest-room hamper. Nat woven straw with big handle removable plastic liner, it's high; $2.75. Without liner, $ Postpaid. Elron, 219 W. Chi Ave., Chicago 10, Ill.

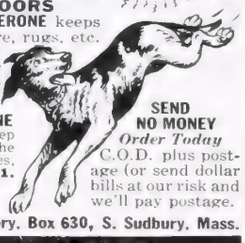
PREVENT Dog Damage

to Evergreens, Shrubs, Flowers, Vegetables, etc.



Amazing **Liquid Chaperone** keeps dogs, cats, rabbits, etc. away from evergreens, gardens, even garbage cans. Just spray on—works like magic. You don't smell it—dogs detest it and keep their distance. *Harmless* to you, your pets and your plants. Economical, a little goes a long way. Won't wash off. **LIQUID CHAPERONE**, 8-oz. bottle only **$1.** For use all season—Qt. **$3.**—Gallon **$8.**

FOR INDOORS
POWDER CHAPERONE keeps dogs off furniture, rugs, etc. No more puppy damage, nor dog hairs. Just shake on. Big Pkg. **$1.**



KITTY CHAPERONE
Especially to keep cats from clawing the furniture, draperies, etc. Shaker Pkg. **$1.**

Money-Back Guarantee

SEND NO MONEY
Order Today
C.O.D. plus postage (or send dollar bills at our risk and we'll pay postage.

Sudbury Laboratory, Box 630, S. Sudbury, Mass.

LIQUID Chaperone

From Cape Co

Riverway Gourme Dress



recipe

Want to get all kinds of pats c back? — then try "Cape Cod's tribution to the American Salad old New England recipe whic never been duplicated — adds an sive gourmet's flavor to meat, cheese, eggs, greens.

FREE with every bottle — a b of Cape Cod recipes from whaling Send for yours today.

Riverway Lobster Ho
South Yarmouth, Mass.

SHOPPING



COFFEE STAIN REMOVER. This dip-method formula removes the brown, crusty sediment that clings to the corners and bottom of your coffee maker and that gives freshly-brewed coffee that bitter taste. It also removes stains from china and plastic dinnerware, soaks out coffee and other hard-to-remove stains from table linens. $1.25 ppd. Mrs. Dorothy Damar, A733 Damar Bldg., Treat Place, Newark 2, N. J.



ITALIAN ELEGANCE, here displayed, is the "Alessandria" coffee service, and we think it's outstandingly handsome. Each piece is solid brass lined with silver, has a black lacquered walnut handle. Six-cup coffee server is $13.95, matching sugar and creamer, $15.95. Eight-cup server, $15.95, matching sugar and creamer, $17.95. Ppd. Jenifer House, New Marlboro Stage, Great Barrington, Mass.



CONSERVATION PIECE. Here's a service that you will welcome if your down or wool quilts are getting a bit shabby. They're worth cherishing, so you'll be wise to have them reconditioned (their insides recarded and sterilized), and recovered. You get a beautiful job! Fabric samples and prices will be sent on request. Lanadown, 516 Madison Ave., N. Y.



Ideal for Rumpus Room or Den



ONLY $1.98 PREPAID

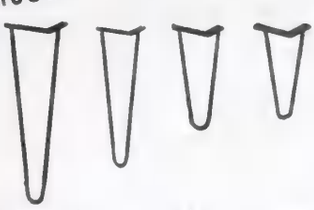
The BARBECUE FIREPLACE ASH TRAY

Cigarette holder, match holder, and ashtray in one. This striking Barbecue Fireplace Ashtray makes a wonderful conversation piece. Also ideal as a planter or incense burner.... Adds interest to any room. Order several. Use as gifts.

Send check or money order to

WAYNE SALES COMPANY
P. O. Box 535 Nashville, Tenn.

CREATE INDIVIDUALIZED WROUGHT IRON FURNITURE

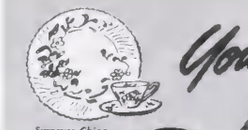


All you need is a screw driver—we supply the legs, screws and instructions. Fasten legs to plywood, wood planks, doors, Formica tops, TV sets, coffee tables, etc. All rods lacquered in glossy black. Full ½" diameter. Freight prepaid. No C.O.D.'s.

Set of 4 V shaped legs

6" high	$5.95
12" high	$6.50
16" high	$7.50
22" high	$9.50
28" high	$14.50

CUPROMETAL MFG. CORP.
Box 115, Dept. H4, Corona, L. I., New York

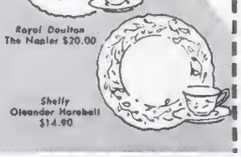












You can own the Finest China Place Setting for $2. a month!

AND YOU RECEIVE, AT NO EXTRA COST, A SET OF PLACE MATS TO ENHANCE THE BEAUTY OF EACH SETTING!

Syracuse China Apple Blossom $11.75 per place setting

Franciscan China Potomac $19.75

Castleton China Ma Lin $13.75

Rosenthale China Antoinette $13.50

Royal Doulton The Master $20.00

Shelly Oleander Harebell $14.90

ACT NOW! Here's your opportunity to join Scherer's China-Place-Setting Club and reap the rewards extended to charter members. As a member you can choose your lifetime china pattern from the most beautiful line of famous American designers, namely Castleton, Syracuse and Franciscan. Also renowned English makers—Royal Doulton and Shelly, or world-famous Bavarian Rosenthale. Free to members is complete literature to assist in proper place-setting and co-ordinating your china, crystal and silverware.

Remember—you pay no more than nationally advertised prices when you buy as a member of Scherer's China Place-Setting Club.

Order as many place settings as you wish. Pay as little as $2.00 a month for each place setting consisting of Dinner Plate, Dessert or Salad Plate, Bread and Butter Plate, Cup and Saucer. Simply use convenient coupon today.

MARTIN L. SCHERER • CHINA PLACE-SETTING CLUB
Renowned for Sterling and Jewelry
15 MAIDEN LANE, NEW YORK 38, N. Y.

Please send me_____ place settings of_____ make and_____ pattern.

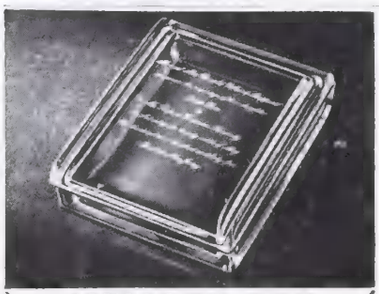
I will pay $2.00 per month for each setting. Each setting consists of Dinner Plate, Salad or Dessert Plate, Bread and Butter Plate, Cup and Saucer.

I understand I am to receive 1 (one) place setting mat free of charge with each setting I purchase.

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ADDRESS_____

CITY_____ ZONE____ STATE_____



MEMORY BOX

Commemorate The Big Event—be it a wedding, a graduation, an anniversary, a testimonial dinner. Simply send us a copy of the invitation or announcement and we'll etch it in perfect reproduction on the lid of a fine Fostoria glass cigarette box. Handwritten messages reproduced, too, for a very intimate gift. Size, 5¼ by 4 by 1½. Gift-boxed and shipped direct, if you like. Ten days.

$7.95 postpaid

Complementing ashtrays, 4¼ by 2¼, etched with first names:

$5.00 pair, postpaid

No C. O. D.'s, please

Catalogue on request

HOLIDAY HOUSE
13 Bellevue Theatre Bldg., Upper Montclair, N. J.

YOUR SMARTEST BUY! Solid Birch & Maple Captain's Chairs READY-TO-PAINT 2 for $14.95



SMART BECAUSE—factory low prices save you money! You'll use them in every room—clean carved lines blend with all your furniture. **Completely assembled,** smoothly sanded—ready to paint, stain or lacquer. **Solid birch and maple** construction will last thru year after year of rugged use. Seat 17" x 16½", overall ht. 28½". Packed 2 of a kind to carton—minimum order accepted, 2 chairs.

Fast delivery—shpg. chgs. collect. Send Check or Money Order. Money-Back Guarantee.

MAKERS OF FINE CHAIRS SINCE 1851

MEADOWBROOK INDUSTRIES
West Hempstead 8, N. Y.



WE'VE MORE OF THEM: CANDY STORE JARS!

GROUP A: ½-lb. size; for herbs, spices, candy, tea, etc. Set of 4, prepaid. **$3.75**

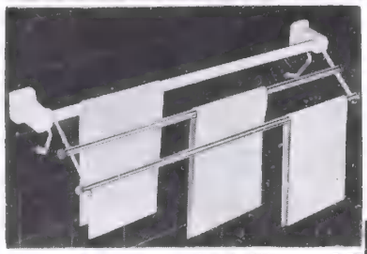
GROUP B: for pretzels, nuts, clear canisters, etc. Set of 4 jars; assorted sizes (1-lb., 1½-lb., 2-lb., 5-lb.). Prepaid. **$6.00**

On group B add 50c west of Miss.

Satisfaction Guaranteed or Money Refunded
Send Check or money order. Sorry, no C. O. D.'s

MALCOLM'S
HOUSE AND GARDEN STORE
524 N. Charles St. Baltimore 1, Md.

GUEST E-X-T-E-N-S-I-O-N TOWEL RACK



A most appreciated Gift

3-53

TRIPLE YOUR TOWEL SPACE!

Every bathroom needs the extra towel space provided by this wonderfully efficient towel rack. Just hang it on your own rack—round or square—no screws or bolts. Brilliant Chromium plate on solid brass—no polishing. Adjustable 15" to 25" long. Will last a lifetime. Money-back guarantee. **$4.50** POST-PAID

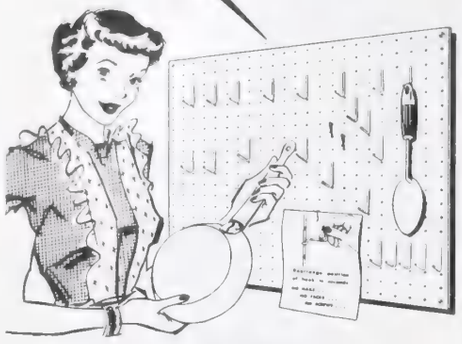
Single bar extension. $2.75 Ppd.

You CAN take it with you.

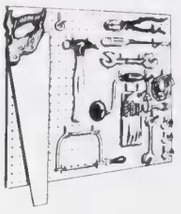
ALLEN METAL PRODUCTS CO.
24 Lafferts Rd. Yonkers 5, N.Y.

NEW IDEA for KITCHEN... WORKSHOP... all around the house!

PEG-BOARD Hook Rack



Now you can keep those dozens of kitchen utensils neatly arranged and easy to reach. Perfect for tools in workshop or garage...on closet doors or in children's room. Over 400 holes in gleaming white board provide hundreds of arrangements with 24 hooks and 4 spring clips (for clipping recipes, etc. to board).

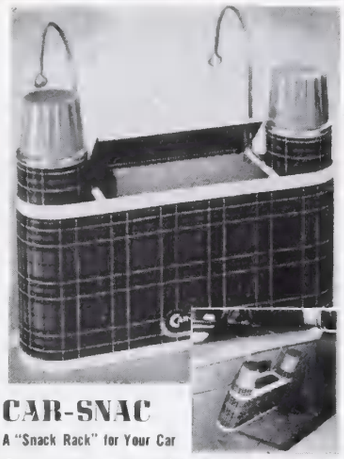


only $3.98 postpaid

Complete with 24 hooks, 4 spring clips, and mounting hardware. Get several . . . the "PEG-BOARD" Hook Rack makes a grand new gift.

ORDER NOW . . . send check or M.O. to:

WORKING WALLS CO., 5343 S. La Grange Rd., La Grange, Ill.



CAR-SNAC

A "Snack Rack" for Your Car

A year-round auto utility for week-end trips, traveling with children, vacations, and picnics. Smartly styled in gay red and blue Scotch plaid lithographed on steel. Fitted with two quart-size vacuum bottles in matching plaid, 5 plastic cups and spacious food compartment with versatile handles that fit snugly over back of front seat, holding Car-Snac securely or fold together for convenient carrying.

Wonderfully priced. $9.95 ppd.

Ward Phillips Co.

3 EAST MAIN ST., DUNDEE 1, ILL.



TRIVET WALL SCONCE

You'll be amazed how many strikingly original effects you can easily create with our trivet wall sconce. No decorator talents are needed when you have this inspiring early American piece in your hands. Groupings come to you naturally! Made of black wrought iron, it's 9" high x 7½" wide, in perfect taste for your hallway, breakfast nook, bedroom or den. A perfect gift!

$2.50 each **$4.75** the pair

(Candles 25¢ pair, $1.25 dozen)

all prices postpaid

Gilbert & Leonard — DISTINCTIVE ACCESSORIES

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Miracle Mile
Manhasset, New York



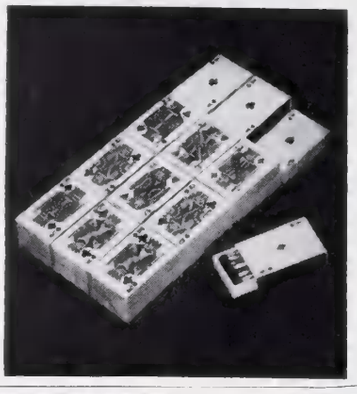
WINDOW



ALWAY WANTED MIL GLASS? A whole dinner servi of it to set on a dark green deep rose cloth? Then here your chance! 10½" dinner plat are $22.85 for 8; 8½" sala plates are $9.65 for 8. Both the Hob Nail pattern. Della Ro bia fruit design water goblet $13.85 for 8. Matching sherbet $11.95 for 8. Ppd. Carl Forslun 122 Fulton, Grand Rapids Michigan.



DISHPAN DAZZLER is th Magic Leaf. Simply lay it in th sink or pan when you wash you dishes, and your silver comes ou wedding-bright. This lovely hocu pocus is caused by a magnesiu alloy, developed by the Do Chemical Company. Magic Lea lasts indefinitely, hangs on you kitchen wall when it's not makin like Houdini. 6" long, $1.25 pp Choate's Gift Mart, 501 Jackso Bldg., Chattanooga 2, Tenn.



ROYALTY ON DECK for you party gives a princely air to an gathering. And what could b gayer or more useful than boxe of matches topped by Queen Kings, Jacks, and Aces, standin like responsible rulers ready t serve your friends. They look lik tiny decks of cards, come fro faraway shores. 24 boxes are $ ppd. Ranch House, Goleta, Ca

VELVA-GLIDE FURNITURE CUSHIONS





PROTECT FLOORS AND FURNITURE

Here at last is a furniture cushion that's small enough for table radios and TV sets, yet husky enough to keep even heavy chairs from gouging the floor. Strong steel base with rug-wool cushion. Easy to install — just drive Velva-Glide in with a hammer.

16 for $1.00 POSTPAID

Walter Drake

SATISFACTION GUARANTEED OR YOUR MONEY BACK
193 Drake Bldg., Colorado Springs 9, Colo.



THIS BUNNY

is so soft, furry and cuddly that it is just like giving a little girl or boy a real live rabbit for their very own. Bunny sits, crouches and lies down to sleep. 14½" high, in either all white, pink or blue. Specify. Only **$3.25,** Postpaid.



THIS TILE-ON-A-TRIVET is a gay note anywhere. As a hot plate or under flower pots. The nostalgic Americana design in five colors on ceramic tile is by the noted artist Ruth Reeves. Handled and footed trivet is wrought iron. **$2.95** Postpaid. Tile alone with ring for hanging. **$1.75.** Trivet alone, **$1.75.** All Postpaid.

Sorry No C.O.D.'s

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Holds 11 Plants — 40" High

New AFRICAN VIOLET PLANT STAND

■ Wonderful new way to show off your African Violets and other house plants. Built of the finest all-steel construction with lasting green enamel white finish (your choice). Won't tip or tilt. Movable arms extend 6 to 12 inches from center shaft, so plants get more sun and air and grow far better. Fits in small space. Easy to clean. Only $14.95 plus $1.00 for postage, handling. Send check or money order. C.O.D.'s welcome. Immediate delivery. Complete satisfaction guaranteed. Ideal gift.

H. C. PAULK
Dept. 72B, 304 Kansas Ave., Topeka, Kan

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LESTOIL MAKES HOUSECLEANING AND LAUNDERING A PLEASURE

Use Lestoil in water (hard or soft, warm or cool) to wash everything from dirty towels to laciest lingerie, from floors, woodwork and whitewall tires to your finest crystal. Use Lestoil to clean rugs, upholstery, drapes — get out soil which only dry cleaning usually touches. Positively removes oil, grease, wax, tar, fingerprints, perspiration soil, crayon and pencil marks, lipstick, chocolate, etc. No hard rubbing or scrubbing necessary. Easy on hands. Safe for anything you can wash in water. 1 gal. can $3 postpaid. Money-back guarantee.

ADELL CHEMICAL CO., Dept. H3, Holyoke, Mass.



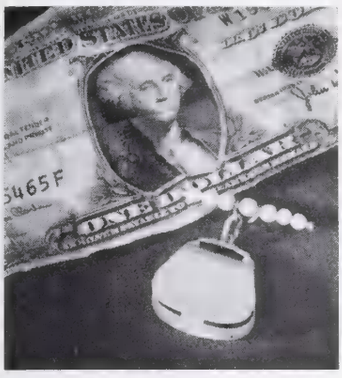
SHOPPING



TOP BRASS. A great big beautiful ash tray for a VIP's desk, or a streamlined cocktail table, measures a whopping seven inches in diameter. We think it's handsome enough to send as a wedding present. The bowl is lacquered brass. The raised script initial (specify any letter) is polished brass. $5.95 ppd. Salt & Pepper Shop, 445 E. 86th St., N. Y.



TO CHARM A LADY that you love, we'd suggest this 14k gold chatelaine that actually has a dollar bill (her mad money) folded inside. It's about 1" wide, comes on a 14k gold and cultured-pearl bar pin for her lapel, belt, or evening purse. She'll love it for her charm bracelet, too. $46 incl. tax and post. No c.o.d's. Johnston Jewels Ltd., Waldorf-Astoria Lobby, New York City.



CHILD-SIZE FOAM RUBBER PILLOW is a ticket to the Land of Nod for any small fry with an allergy to feathers. And for passengers of baby carriages, trains, cars, it gives less jounce to the ounce. For your chaise it's an inviting catnap pillow. 16" x 12" x 5". $2.95. Zippered percale case in blue, pink, yellow, or white. 75c. Add 10% post. Foam Rubber Products, 5611 Broadway, Chicago 40.





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- Receive your entire set with your first payment
- Choose from over 190 patterns by Gorham, Towle, Wallace, International, Reed & Barton, Heirloom, Lunt, Stieff, Watson, Smith, Alvin, Whiting, etc.
- For 4 place settings (24 pieces) $5 down, $5 a month;
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- For 8 place settings (48 pieces) $10 down, $10 a month;
- For 12 place settings (72 pieces) $15 down, $15 a month;
- You may take up to two years to pay.
- You never pay more than the nationally advertised price. And in some cases you pay even less, including carrying charge where it applies.
- Receive without extra charge, a wood anti-tarnish silver chest. 6-piece place setting includes: 1 each luncheon knife, fork, teaspoon, salad fork, cream soup spoon, butter spreader. Silver Shop, Street Fl.
- FREE with your order . . . a beautiful salt spoon lapel pin in the identical pattern you choose.

$5 DOWN, $5 MONTH

for your 24 piece sterling silver set

MACY'S, Box 70, N.Y.C. (1) HB-3

Enclosed, $_____ down payment

No. of settings_____

Name_____

Address_____ Apt. #_____

City_____ Zone____ State_____

MONOGRAMMED BEDSPREAD ENSEMBLES

$10.75 81"x 108"



Beautify your bedroom with Rayon Faille, rounded corner Bed Spread, matching draperies, dramatic with contrasting or matching border and Monogram. Choice of colors: jungle green, almond green, sage green, leather, cherry, aqua, red, natural, white, jade, chartreuse, gold, crimson, cocoa, gray, rose dust, blue, California sun. When ordering, state contrasting or matching color choice and underline principal initial in Monogram. Monogram . . . $3.50 additional.

96" x 108"—$13.50; 120" x 120"—$15.95
108" x 108"—$14.50

Pinch-pleated draperies: 45" x 90"—$10.25 pr. Two weeks delivery. No COD's. Add 25c for postage and packing; 50c west of Mississippi.

CHARLES FEELEY, INC., Rye Colony, Rye, New York



BAMBEAUTIES For indoor or patio dining, what could be smarter than stainless steel flatware with bamboo handles? Actually, the handles are Wangee root, which is the root-stock of Moso, Madake, and Nachiku bamboo. It won't splinter or crack. 12-piece service for four (knives, forks and spoons) is wonderfully priced at $13 postpaid. No COD's, please. Money back if not delighted. Calhawaii, Room 303, 1055-57 Lincoln, Pasadena 3, California.



LAP LANDERS Snack Trays

Year 'Round Service

. . . for entertaining time at indoor parties, bridge, informal teas, TV or outdoor gatherings on the terrace or lawn. Lap Landers serve efficiently and admirably with their gaily colored chintz design and durable lightweight composition. Place for sandwich and drink for individual service. Stain and alcohol-proof. 9¼" long.

Set of 4 Trays . . . . $2.39 ppd.
Set of 6 Trays . . . . $3.50 ppd.
Set of 8 Trays . . . . $4.50 ppd.

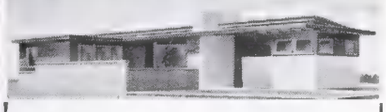
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362 PLANS

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ARTISTIC HOMES

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FABULOUS BUTTERFLIES

from Italy

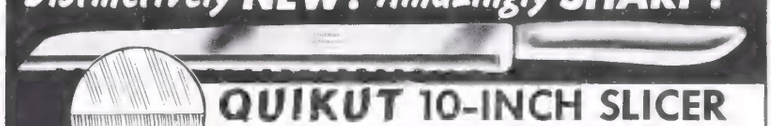
A fantasy of golden, gossamer wings . . . softly stroked with silver . . . fragile and iridescent as a cobweb. Precious pins to perch on your lapel . . . delicate, diaphanous earrings. Hand made in Italy . . . spun in fine, filigreed sterling silver, plated with gold.

1⅛" pin $3.50 ea. 2" pin $5.50 ea.
1½" " 4.50 " 3¼" " $12.50 "
Earrings . . . . . $5.50 pair

Tax and postage included. No C.O.D.'s please

Charles Curio Art Shoppe
P. O. Box 67, Elmhurst, L. I.

Distinctively NEW! *Amazingly* SHARP!



NEW "QUIKEDGE" BLADE

QUIKUT 10-INCH SLICER

With the easiest cutting edge ever ground!

WITHOUT EXCEPTION, every woman who has used this revolutionary new knife says it cuts easier, cleaner, with less effort than any she ever used! Hollow-ground *corners* as well as *edges* on the tempered 10-in. blade give pressureless slicing without shredding or tearing. Mirror-finish, stainless steel, stays *bright*. Genuine TENITE perloid handle. Slim, graceful design, 14⅝" over-all. Famous QUIKUT quality. Shipped postpaid, $2.25.

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World's-Standard Conversational Method

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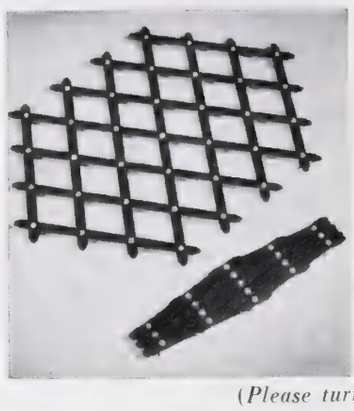
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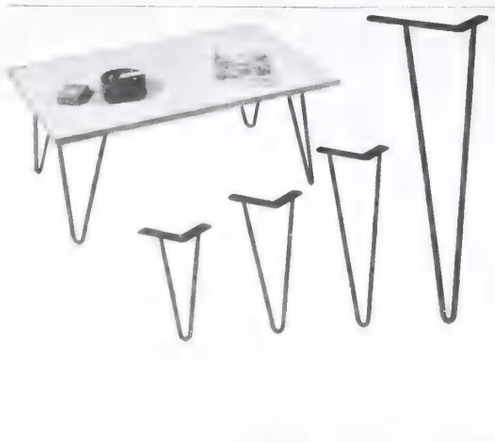
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(*Please turn to page* 65)

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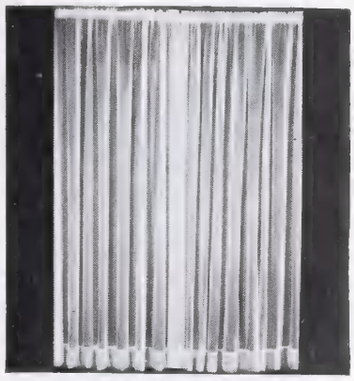
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WINDOW SHOPPING

CONTINUED FROM PAGE 60



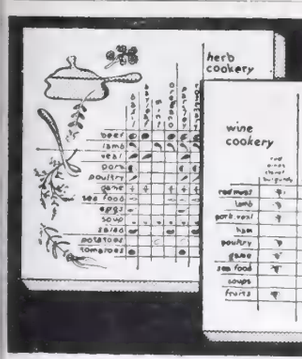
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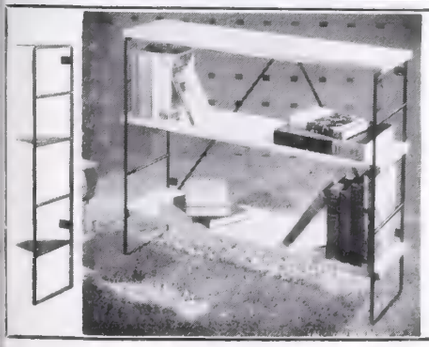
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Not if you know a few simple things about your television set . . . not if you know when you really need a serviceman . . .



SHOWS YOU EXACTLY WHAT KNOB to turn to correct the trouble in less than one minute! From now on, every time you're annoyed by "ghosts," snow or weak channel reception—the TV Owner's Self Repair Book shows you how to effect a quick 15-minute repair job that eliminates these faults and restores the set to perfect, movie-clear reception.

IT HAS BEEN PROVEN THAT 1 OUT OF EVERY 3 TV FAULTS IS CAUSED BY A WEAK OR BURNT OUT TUBE. Just by replacing a tube you can correct fully 33¼% of the troubles that may develop in a set. The TV Owner's Self Repair Book shows you how to safely locate and change the bad tube in less than 5 minutes.

Contains special tube diagrams that spot faulty tubes immediately . . . a complete section on antennas . . . interference . . . covers T.V. set models from 1947-1952 . . . all makes . . . all sizes.

When you check your trouble and find that it is due to a faulty tube, you are led right to it. You simply find the diagram for your set and the one (or more) tubes you are to check—and **THE ONE TO REPLACE** are pinpointed for you! You are directed right to it. No blind guessing or hunting for the bad tube. **ONLY IN THIS BOOK,** has there been developed a special identification method to make it a cinch to locate the bad tube. Each tube in each diagram not only carries its usual trade identification number, but also a special letter to identify its function and location as well. It's (1) find the trouble, (2) find the tube, bingo, (3) replace the tube—and that's all there is to it!

6 Easy Ways to Eliminate Interference

In the TV Owner's Self Repair Book there is a unique chapter devoted just to elimination of interference. This chapter tells you just what "interference" actually is. It describes and illustrates the interference symptoms or patterns which appear on your screen in the form of diagonal lines, vertical lines, herringbone or hyphens all over the screen, etc. **This chapter gives you the easy ways to eliminate interference, doing it yourself in a few minutes.**

Complete Price Lists of All Tubes

The TV Owner's Self Repair Book contains a full listing of every tube used in TV sets, fully identified with number, and also listing of picture tubes and with the fair retail prices (by the way, prices range from $1.10 for a 5Y3GT tube to **$6.60** for a 6CD6 tube and up to $101.00 for a 24 inch picture tube, 24BF4). A full listing, also, of standard and reasonable charges for every type of television service and repair job. No longer need you be in the dark when it comes to knowing what a job should cost. Now you can make your own minor repairs and in addition know just how expensive "Expensive" repairs should really be.

Which Type of Antenna Is Best for Your Set

The special chapter on antennas explains what an antenna is supposed to do; the reason for the different shapes and arrangements; the reason for "stacking" and multiple antennas; how to "orient" an antenna for best reception; the need and use of a "rotator"; the special antennas for "fringe" areas; how to install, change or add antennas and parts; information on complete antenna installation kits which are available. Just about everything practical that you need to know about antennas.



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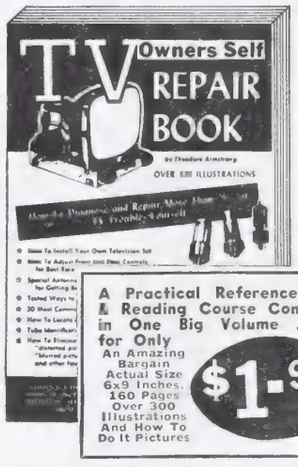
and when your trouble can be corrected with a minor, simple, safe adjustment you can make yourself . . .

You've seen a serviceman come to work on your set. He taps this and twists that. Then he either replaces a tube, or makes an adjustment on a part. All he has to do is recognize and locate the trouble, and then make the correction.

You don't have to be a mechanical genius to be able to make many of these same adjustments on your set yourself. If you have ever put a new washer on your water faucet, or changed a tire on your automobile, or attached a new plug to an electric cord—you have enough "mechanical background" to be able to take care of all "nuisance repairs" yourself, and probably of most other things that go wrong with a set.

Amazing New TV Owner's Self Repair Book Takes the Mystery Out of TV Repairs

With the amazing new TV Owner's Self Repair Book, you can have a television expert at your side whenever you need it. Now, every time your set begins to flicker or jump, or becomes distorted or dissolved into lines or zags—a flick of the finger to the right page



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It contains chapters devoted to GETTING ACQUAINTED WITH YOUR TV SET, telling you how the set is put together, how to understand the controls, how to operate the set, why a "test" pattern is needed—and HOW A TV SET WORKS, telling you how pictures and sound are broadcast and received. Included in the broad scope of this book, is complete information on HOW TO DIAGNOSE TROUBLES IN YOUR TV SET, telling you how to spot faults due to poor adjustment, faults due to wear and breakdown of tubes and parts, faults due to outside causes including extreme distance from telecasting center; also HOW TO CURE YOUR TROUBLES IN THE SET, telling you with pictures and descriptions just how to go about replacing tubes, parts. HOW TO MAKE VARIOUS ADJUSTMENTS and how to do all this without the slightest danger to yourself or to your set! There is also a special chapter devoted to television accessories, such as boosters, what they do. Interference, Traps, Glare Filters, Antenna Couplers, which means a master antenna system which permits the operation of two sets from a single antenna, and much, much more.

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Let us send you a copy of this TV Owner's Self Repair Book. Look at it, go through it, read the general information it offers on how a TV set works. Use it to adjust the controls on your set to 100% perfection. Use it, above all, in making your next "fix-it" job on your set. Then—if you don't think that it is the best book of its kind on the market, that it will save you up to a possible $300 on repairs and adjustments on your set during its life, return it to us. We'll promptly send your money back. You must be satisfied 100% or it costs you nothing to examine and try the book—in your home on your set. What could be fairer? But send for the book now and enjoy the best television reception from your set right away!

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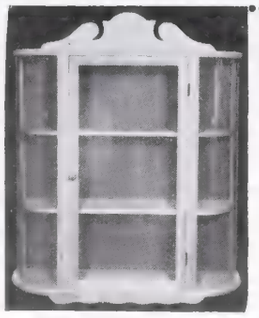
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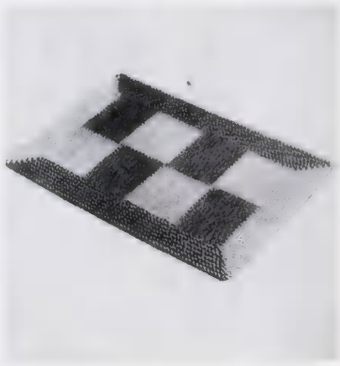
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WINDOW



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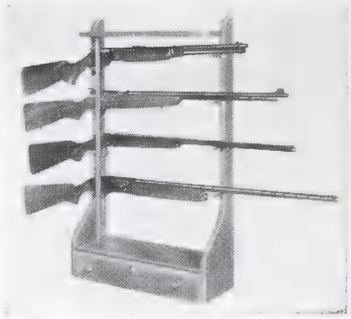
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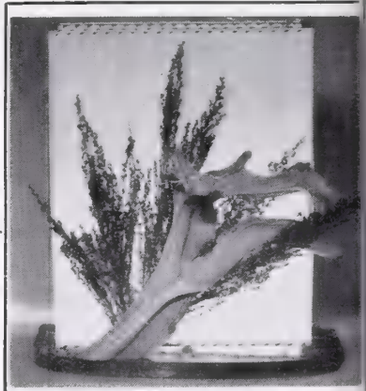
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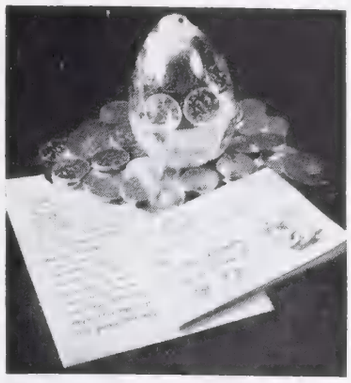
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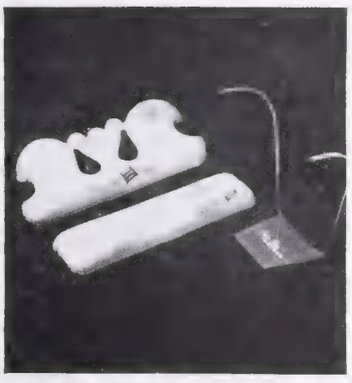
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HE EASTER BUNNY is a sy bunny these days. He's writ- g letters like crazy to children over the country—three whole ges to each letter. Then when gets writer's cramp, he starts ling big plastic Easter eggs ith "gold coins" of delicious ocolate. The letter and the egg e $1.95 ppd. No c.o.d.'s. Arthur . Hamelin, Box 1434, Spring- ld, Mass.



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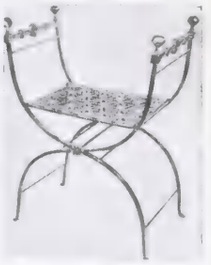


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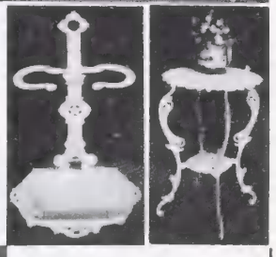




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(E) VICTORIAN FLOWER STAND. Perfect for hobby plants. 11 movable arms, ranging from 14" at base to 7" at top. Flowers and pots not included. **$24.50**.

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(G) OCCASIONAL TABLE #85. Delicate lace design. Original over 100 years old. Glass or marble top. 30" high, top 20" diam. Glass Top **$24.50**. Marble Top **$29.50**.

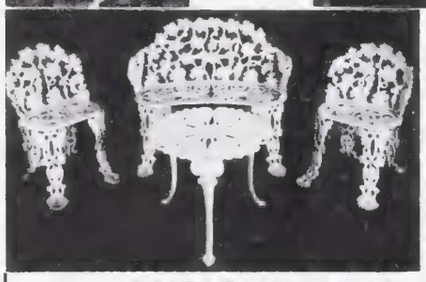
(H) WALL BRACKET. 12" long, 6" high. Potholders 4" and 5" diameter. Cast Aluminum. White or Antique Gold. **$4.50**



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Add $4.00 each for chairs with arms. Oblong table for same price if you prefer. Crated free. Send check or money order. Pay freight or express when you get shipment. Specify freight or express.

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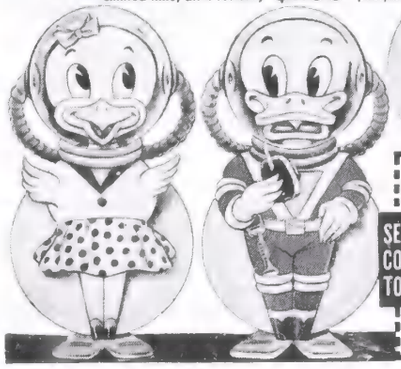
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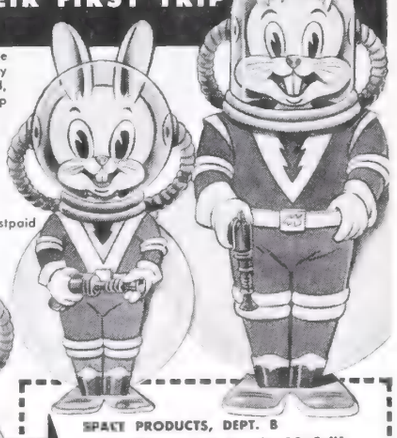
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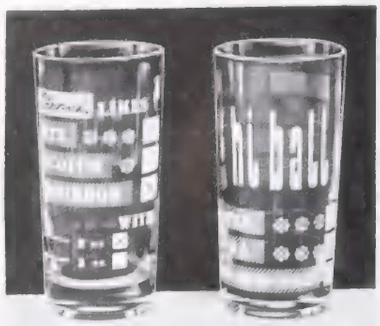
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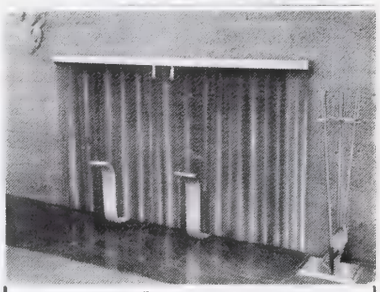
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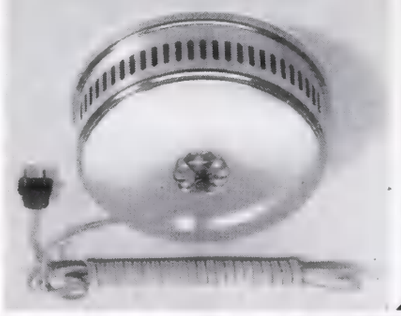
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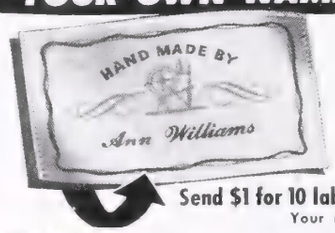
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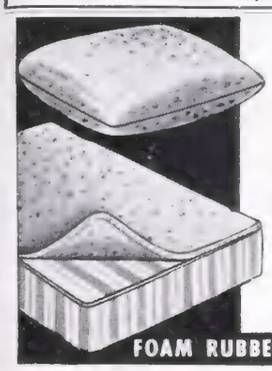
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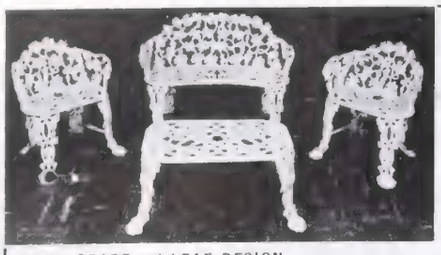
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Aluminum		Cast Iron
$30.00	Settee #601 39" wide	$25.00
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$13.00	Table #160 30" wide	$11.00

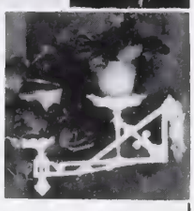
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Right: OCCASIONAL TABLE #150. Beautiful lace design. Original is over 100 years old. A true copy with glass or marble top. 30" high, top 20" diam. Glass top $24.50 Marble top $29.50





Right: WALL BRACKET for flower pots. 12" long, 6" high. Pot holders 4" and 5" in diameter. Cast Aluminum only. Pots and flowers not included.) $4.50.

Left: FLOWER STAND. For African Violets and hobby plants. White. 11 movable arms ranging from 11" at base to 7" at top. Flowers and pots not included. Only $24.50.

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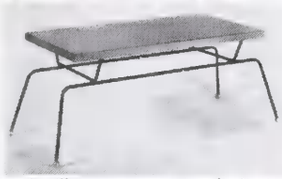
HOUSE MARKERS

Rust proof sculpture. Aluminum with two coats of weatherproof black lacquer give these house markers an appearance of antique iron. Size 10½ by 11 inches. Inscribed with your last name or house number on both sides. Choice of Hunter, Squirrel, Town Crier, Organ Grinder, Bicycle, Old Fashioned Auto. $6.50 postpaid

FREE GIFT CATALOG ORDER BY MAIL

MURIEL DUNCAN
Haddon Heights 2, New Jersey

A TABLE OF "TRUE BEAUTY"



Now Only *$23.95 —Regularly Selling For Much More

This attractive living room piece of modern design is really something to see and to have. Its striking originality and fine workmanship is available to you only by mail at a great saving. Comes with a Formica top and edges, in wood grain that resists hot cigarette ashes that may fall on it. It is unharmed by alcohol, fruit acids and will not craze or crack. It stands on four sturdy black WROUGHT IRON legs with brass bottom feet. Overall size of table 18 x 36. Friends will marvel at the added beauty it lends to your home. Choice of Blonde, Walnut or Gray top.

*$23.95 plus $2.00 for packing and express charges

Beauty Revealed FORMICA

Order By Mail NOW! Money Back Guarantee

LOUBILL, Inc., Dept. HB 135-17 Northern Blvd., Flushing, N. Y.

• BUNNY the BEANIE *With Easter Bonnet . . . .*

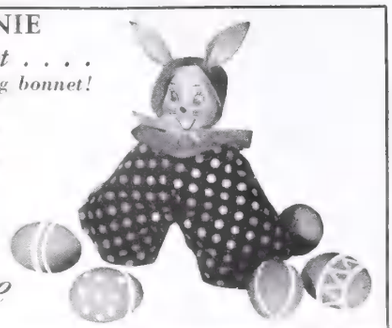
Our Bean Bag Bunny dons a Spring bonnet!

Comes in colorful, gay polka dots. 9" high with a fluffy cottontail in the back. Washable. Blue, Green or Lavender. A charming Easter gift for only $1.25 each postpaid

2 for $2.25 postpaid

Sorry, No C. O. D.'s.

Write for Free Catalog A.



handcraft house

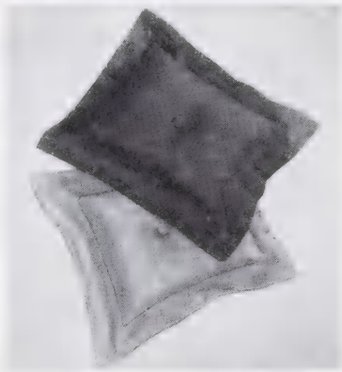
Shrewsbury, New Jersey



WINDOW



WALL FLOWERS, bloomin in a pretty urn that hangs fro a swinging bracket, will be spring tonic for your winte weary room. Made of cast alum num, painted white or antiqu green, the wall bracket is 12 high, 16" wide; the urn is 10 in diameter, 5½" deep. $1 ppd. from Antique Iron Crafts men, 2500 27th Ave. No., Birm ingham, Alabama.



FOAM, SWEET FOAM rub ber is so deliciously comfy tha you'll throw out your old pillow once you've tried it. With thi kit, you can make your own throw pillows. All you need is ½ yar of material. The shredded foam rubber and decorative buttor come in the kit with simple in structions. $2 plus 25¢ post. Foam Rubber Center, Dept. 202. 7-9 East 20th St., New York 3, N. Y.



PATTERNS PENDING your ingenuity, are available for you to make your own furniture with a minimum of expense and a maximum of fun. The most un handy husband could make this webbed chair and coffee table with its open magazine rack. You supply the lumber and tools, and follow the easy patterns which are only 50¢ apiece. Fabbrola Products, 110 W. 84th St., New York 24, N. Y.

INFORMATION, PLEASE . . .

When sending requests to HOUSE BEAUTIFUL for further details on products, sources, ideas or company names you've seen on these pages, please include your full name and address, a full description of the product, idea, etc., the issue and page number (if known). That helpful information from you will make it possible for us to serve you more promptly, more efficiently.

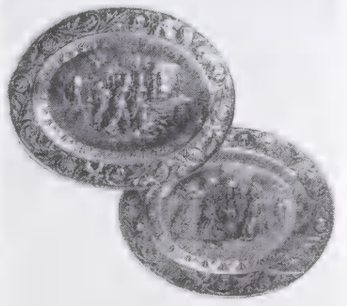
SHOPPING



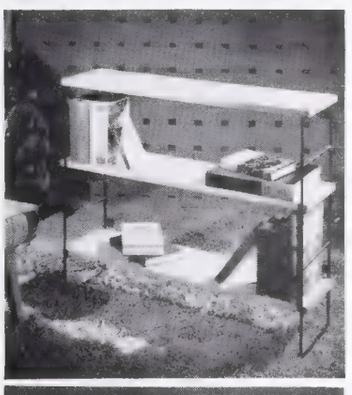
DISTINGUISHED ENTRANCE is yours with this post sign in 3 dimensions. Die cast of aluminum, the horse and buggy is 14″ long. Wheels are 1⅛″ thick. The 3½″ x 11″ name panel is black with name and house number in raised satin-finish letters on both sides. $22.75 ppd. Allow 10 days deliv. Mention if for round metal post. Cape Cod Weathervanes, 408 Hawthorn St., New Bedford, Mass.



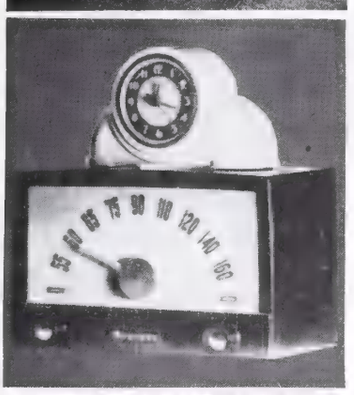
OVAL, AND OVAL AGAIN these smart new plaques add distinction to a bare wall. Brilliant, in their highly burnished finish, they are made of heavy gauge brass and are designed with scenes from Holland. Let a pair flank the mantel or dining room sideboard. 16″ in length, each is $4.95; or $9.50 the pr. Ppd. The Highwood Shops, P.O. Box 226, Ridgewood, New Jersey.



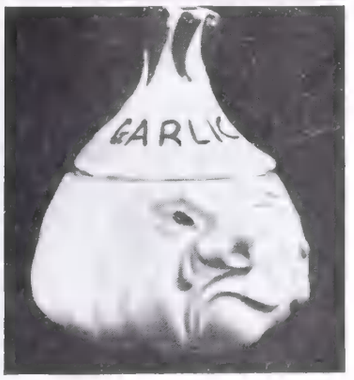
BOOKED SOLID with good looks are wrought-iron book shelves that you *make yourself*. You supply lumber. You can build any length unit, for floor or wall, using 10″ x 1″ boards. You get 2 iron sections, screws, metal crossbraces. One section for every 3 feet of shelving is recommended. $11.95 pr. Additional sections $5.95 each. Ppd. No c.o.d.'s. Lawrence Iron Works, 2911 Whittier Blvd., Los Angeles 23.



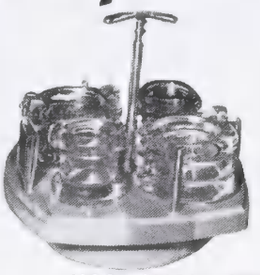
AUTOMATIC TIMER attaches to any clock (electric or mechanical) and regulates your coffee maker, television, radio, toaster, etc. You just set the attachment at the time you want, and sit back and relax. Complete kit includes all parts, drawing and simple instructions. $2.95 ppd. Citizens Associated Research Laboratory, Dept. HW, P. O. Box 328, Middletown, Penna.



FIRE THE COOK with enthusiasm for his work with a gay little garlic jar. After he perks up your salad with a bit of spice, he'll save the rest for future "seasons." The ceramic face resembles a tearful garlic bud, is 4″ tall, and has "Handle With Care" on his reverse side. He makes a cute gift so order several. $1.50 ppd. Greenland Studios, 5858-c Forbes St., Pittsburgh 17, Pa.



For your home — HOMECRAFTS SPRING VALUES!



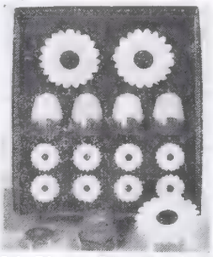


HOST SMOKE SERVER

A striking fashion. Carved and polished from choice ground hard woods in natural blond finish. Solid brass handle and hardware with compartments for holding matches. It has a novel revolving stand with two crystal cigarette urns and six crystal ash trays which are removable. Only **$5.95**

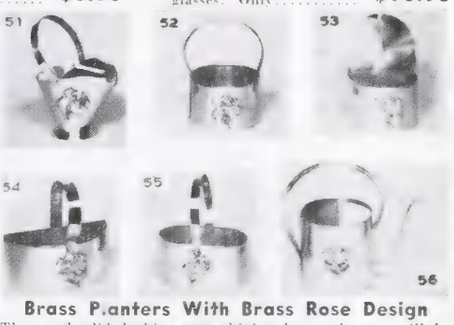
"On-The-Spot" Beer Butler

Beer Butler is the first and only beer service tray designed for home use. Ideal for year 'round functional utility . . . for parties, buffets, TV snacks, patio and garden entertainment, etc. Made from beautifully finished choice ground blond hard wood, it has compartments for holding either 6 bottles or 6 cans of beer. Finish is resistant to alcohol, fruit juices, etc. and requires no protective doilies. Comes complete with 6 hollow stem beer glasses. Only..... **$10.95**



14 Piece Plastic Salt and Pepper Shaker Set

14 Stunning Pieces crafted from beautiful plastic in floral design in contrasting colors. Wonderful for table or picnic use. Enhances any table setting. Contains 2 large Utility Kitchen Shakers, 4 decorative Table Shakers and eight individual Daisy Shakers. Available in white, red, green with yellow centers; and yellow with black centers. Only **$2.50**



Brass Planters With Brass Rose Design

These splendid looking new shining brass planters will be the envy of friends. Exquisitely designed, with beautiful rose patterns.

51—Scuttle ..... $1.98 52—Round Basket ... $1.98
53—Wall Box ..... $1.98 54—Half Basket $1.98
55—Oval Basket ..... $1.98 56—Water Pot $2.50



Mend-All Patch-Pak Kit

Save up to $100 in repairs, and more, with new Patch-Pak Mending Kit that mends precious household things . . . figurines, broken glass stems, antique chair, etc. Hubby can repair weather stripping around doors, garden hose, rubber boats, even plumbing or oil tank leaks. Kit comes with 3 jars of patching material: 1st: wood, china, glass and fabrics; Second: rubber goods; Third: metals and for sealing cracks. Included are canvas patcher, wood applicators, tape and metal discs to serve every mending purpose. Complete Kit **$2.00**



Have More Shelf Space with XTRA SHELF

Here's something new that will make things easier for you . . . give you more room. Xtra shelf fits between regular shelves of cupboard or pantry and doubles shelf space. It puts every dish within easy reach. No more wobbly stacks of plates and cups. You can also use it for stacking canned goods, glassware, etc. Made from sturdy metal with rolled edges, and is white enameled with attractive red trim. Two Tiers. Adjusts to individual shelf requirements. Now.... **$2.00**

A Nice Way To Eat Corn



No butter fingers when you are using these smart and practical little metal CORN HOLDERS. Enjoy delicious corn while it is still hot without burning your fingers. Shaped like corn ears they have a lustrous silver-plate finish to harmonize with your table ware. Sharp pointed ends insert easily into corn ears. Just about 2½″ long. Set of eight—on sale at.. **$1.98**



Handsome TOLE WALL PLANTER

These lovely Tole Wall Planters are infra red, baked enamel finish on metal, and floral designs hand decorated in unusual oil painting technique. Use them individually or in pairs to lend artistic beauty to your walls. Completely waterproof. 10″ diameter. Comes in Black, Green or Maroon. Only ..... a pair. **$2.98**

New De Humidifier



DRYROX Checks Mildew, Mold, Rust and Tarnish, Musty Odors, Other Dampness Problems, etc. You've never seen anything work so fast and so wonderfully. Just place Dryrox near area that needs protection from dampness; "presto" it does its job "like magic". Dryrox is harmless and can be used over and over again because the "blue indicators" in it turn pale pink when you have to renew. Just heat in oven and Dryrox is ready to go to work again. Does not drip or become soggy, can be placed in sheets and fine linens to keep them clean and fresh. Also use in bedding, closets, freezers, radio, TV sets, etc. Regular size 9 ounces $1.00. Economic 48 ounce size.. **$3.95**

CRUMBLER SET—A Hostess Delight!



Made of sparkling plastic in dubonnet and ivory, has a 5¾″ bevelled edge tray. The 6″ brush has 2″ nylon bristles. Tray is cleverly designed to fit over knee, and the two may be hung on wall to make unique wall decoration. Only **$1.00**

HOW TO ORDER:

Just send name and address and items selected with payment. (We pay all postage & handling) C.O.D.'s accepted (but you pay postage). Money back guarantee with all purchases. Order NOW!

Homecrafts, 799 Broadway
Dept. X5, New York 3, N. Y.



NEW, EASY, INEXPENSIVE WAY TO GIVE YOUR CHILDREN A BANG-UP PARTY

No work, no trouble. Everything supplied but ice cream and cake. Everything colorfully matched with CAROUSEL subjects.

Each PARTI PAK includes: 60" x 102" gay paper tablecloth, party plates, cups, napkins, hats, candy cups and favors.

Complete, service for 6, only ..... $3.45 postpaid
Special, service for 12, only ..... $6.45 postpaid

No C.O.D.'s, please.

OTHER AVAILABLE PARTI PAKS:
INDIAN CHIEF BIRTHDAY PARTI PAK, CIRCUS CLOWN PARTI PAK, COWBOY PARTI PAK, HAPPY BIRTHDAY PARTI PAK and PLANET MEN PARTI PAK.

PATTI'S PARTI PAKS, Dept. 133
6355 N. Maplewood Ave., Chicago 45, Ill.

TO HAVE and TO HOLD...

A beautiful handbag in butter-soft calf and featuring
A GENUINE LEATHER LINING
unheard of at this amazing price.

$5.95 tax and postage included



a. The "BOAT POUCH" is 9" long and has a highly polished metal frame and double handle straps for long life and beauty
b. The "BARREL" is a neat 8" size large enough for all milady's doodads. Covered frame and sturdy brass lock
c. The "COURIER" is an extra deep style and 7" wide with a covered frame and double knotted handle

Your choice of 4 lovely colors. Brown, Red, Navy and Black.

JIL **FREE** Your initials in gleaming gold finish at no extra cost

No C.O.D.'s please. Money Back Guarantee

LYNN'S, PLAINFIELD, N. J.



REDWOOD SHUTTER SCREEN . . .

. . . designed to add a private corner in any room. Satin smooth, ready for waxing or painting. Sturdily constructed and assembled 14" x 64" panels. 3 panel screen 19.95—4 panels (illust.) 24.95—5 panels 29.95. Send check, cash, or M.O. No C.O.D. Shipped Exp. Collect.

REMRED PRODUCTS CO.
40 Windsor Rd., Port Chester, N.Y.

CHANTICLEER CERAMICS



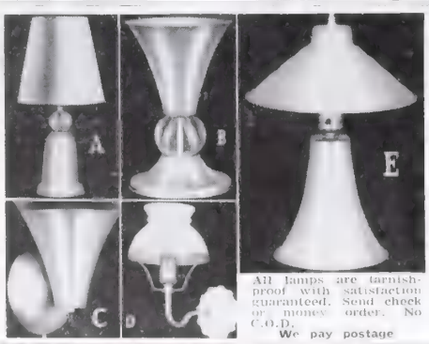
Cruets—A sprightly pair to brighten up your table or kitchen shelf! One is marked "O", the other "V", and both are cheerfully colored and decorated. 9" tall. Charming gift idea! **$3.98 the pair, postpaid.**

Matching Salt & Pepper Set—Extra large, they're perfect for picnics, barbecues, patio meals. 9" tall. **$3.98 the pair, postpaid.**

Matching Sprinkler—Cute and convenient for dampening clothes, watering potted plants, etc. 9" tall. Clever shower gift! **$2.25 each, postpaid.**

Write for FREE Catalog of Unusual Gifts

Dan Rocklin Gifts
600 New York Ave., Brooklyn 3, N. Y.



All lamps are tarnish-proof with satisfaction guaranteed. Send check or money order. No C.O.D.
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MODERN *Eye-Saving* LAMPS at NEW LOW, LOW, PRICES!

Streamlined, distinctive and functional, these lamps suit any decor. Made of aluminum with soft Satin-Brass finish, they are non-glare and tip-proof. Exceptional values!

A. *Boudoir (16") Chartreuse, Red, Green Linen on Parchment* **$4.95**
B. *T.V. (10") with crystal ball Adds to television enjoyment* **4.25**
C. *Pin-Up (8") for direct or indirect light. You'll love it* **3.25**
D. *Pin-Up (10") Brass, with all milk-white glass shade* **4.50**
E. *Student (14") Tilt-top metal shade. Ideal for professional* **5.95**

LUANNE'S HOME CRAFTS
Box 492, Jamaica 32, N. Y.



WORMY BUT GOOD. Beautiful, antiqued wormy chestnut frames with authentic carriage and auto prints in full colors. Frames are 10½" x 7½" x 1½" and will make delightful additions to any wall. Just the ticket for wedding gifts, birthdays, or your home. Pair, $5.50; Four, $10.50, postpaid. Money-back guarantee.

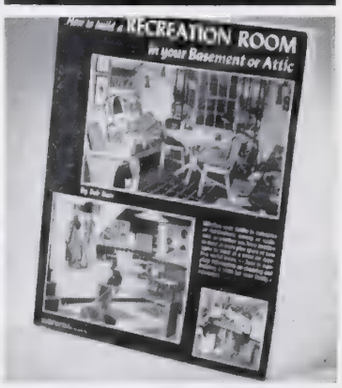
The Frame House
Box 7313, Station C., Atlanta, Ga.



WINDOW SHOPPING



THE CARVER WILL SMI if he has this oak carving boa The chrome-plated arm adju to any height or angle; is int changeable from end of bo for turkey to a center posit for roast or ham. Carving pro can be used alone for steak. P anchor meat to 20" x 12 board. $19.95 plus 50¢ post. W. of Miss. The Chanticleer, Main St., Westport, Connecti



"HOW TO BUILD A Recr tion Room in Your Basement Attic" is *one* book that sho be in every library. Bob Baer, t author, contends that you can most of the work yourself, exc the highly technical wiring a paneling. Even a rank amate can follow the many pages diagrams, brand-new ideas, a text, and perform outstandi feats of carpentry. $1.50 p Homecrafts, 799 Broadway, N.



PEASANT CART comes doors during the winter mont to become an enchanting gard Handmade, wood with an antiq finish, it is brass trimmed a lined for planting. It's a pre way to say "welcome" to gues to cheer up a convalescent. T 5" x 5" x 9½" size is just $3. ppd. Larger sizes are availab No c.o.d.'s please. Add 50¢ W. Miss. House of Wood, Inc., Mill Road, Freeport, N. Y.



WOOF-POOF is an amazi liquid repellent that keeps ca dogs, rabbits, other small anima away from lawns, evergreen, g dens. It's non-toxic, harmless you, animals, and shrubbery. Y can't smell it, but dogs hate Won't wash off. 8-oz. bottle $1. Powdered form protects u holstery and rugs. Also $1. Pp Amcor Laboratories, Dept. 12 635 W. Barry Ave., Chicago 6, I



CUTTING REMARKS. F mous Quikut's 8-inch slicer has new razor-sharp edge. Its ch feature is that its corners as w as its multiple edges are holl ground for extra sharpness, a it's guaranteed to stay that w for two years. Mirror finish, stai less steel blade has beautiful p loid handle of genuine Teni 12⅝" over all, $2 ppd. Quik Inc., Freemont, O.

(*Continued on page* 77)

Dress Your Home As Attractively As Yourself!



This "Decorator Costume" suggests a lovely color scheme for a room using Dove Grey Wunda Weve.

Costume Your Room In The Loveliest Decorator Colors... *With Wunda Weve*

How beautifully Wunda Weve carpet colors mingle with the newest home fashion shades! They make your decorating as delightful as planning a smart new outfit for yourself!

Wunda Weve is loom-woven cotton throughout—vat dyes, pre-shrunk, fully washable, easy to vacuum—with a written guarantee of quality.

Free Color Booklet—showing fashionable Wunda Weve in America's finest homes. Write Belrug Mills, Inc., 203A River St., Greenville, S. C.

WUNDA WEVE

Belrug Mills, Inc., Makers of Wunda Loom, Wunda Luxe, Wunda Crest

Like Magic!

SAMSON FOLDAWAY FURNITURE

Doubles Your Work Space, Play Space, Dining Space!



FIVE-PIECE SET

$41.75

Deluxe Table	$13.95
Matching Chairs, each	6.95
Deluxe Spring-Cushion Chairs, each	8.95
Other Five-Piece Sets, from	33.75
Folding Armchairs, each	16.95
King-Size Table, seats six	18.95

YOU'LL LOVE the almost magic way that beautiful Samson Foldaway Furniture doubles the space for so many home activities! It sets up easily most anywhere — quick as you can say "Samson" — to give your family more room for living!

For cards or other games, hobbies, homework or meals, Samson Furniture provides *solid* comfort. Frames and legs of tables and chairs are made of strong, electrically welded tubular steel. Table legs lock automatically, chair legs are double cross-braced to prevent wobbling.

Samsontex vinyl upholstered table top and chair seats are easy to keep clean — stains and spots wipe off with a damp cloth! The lustrous baked-enamel finish resists chipping. See this beautiful five-piece set at your Samson dealer's!

YOU CAN MIX OR MATCH SAMSON COLORS!



SHWAYDER BROS., INC., FURNITURE DIVISION, DETROIT 29, MICH.

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SHWAYDER BROS., INC., PUBLIC SEATING DIVISION DETROIT 29, MICH.

"Paint" your home



inside

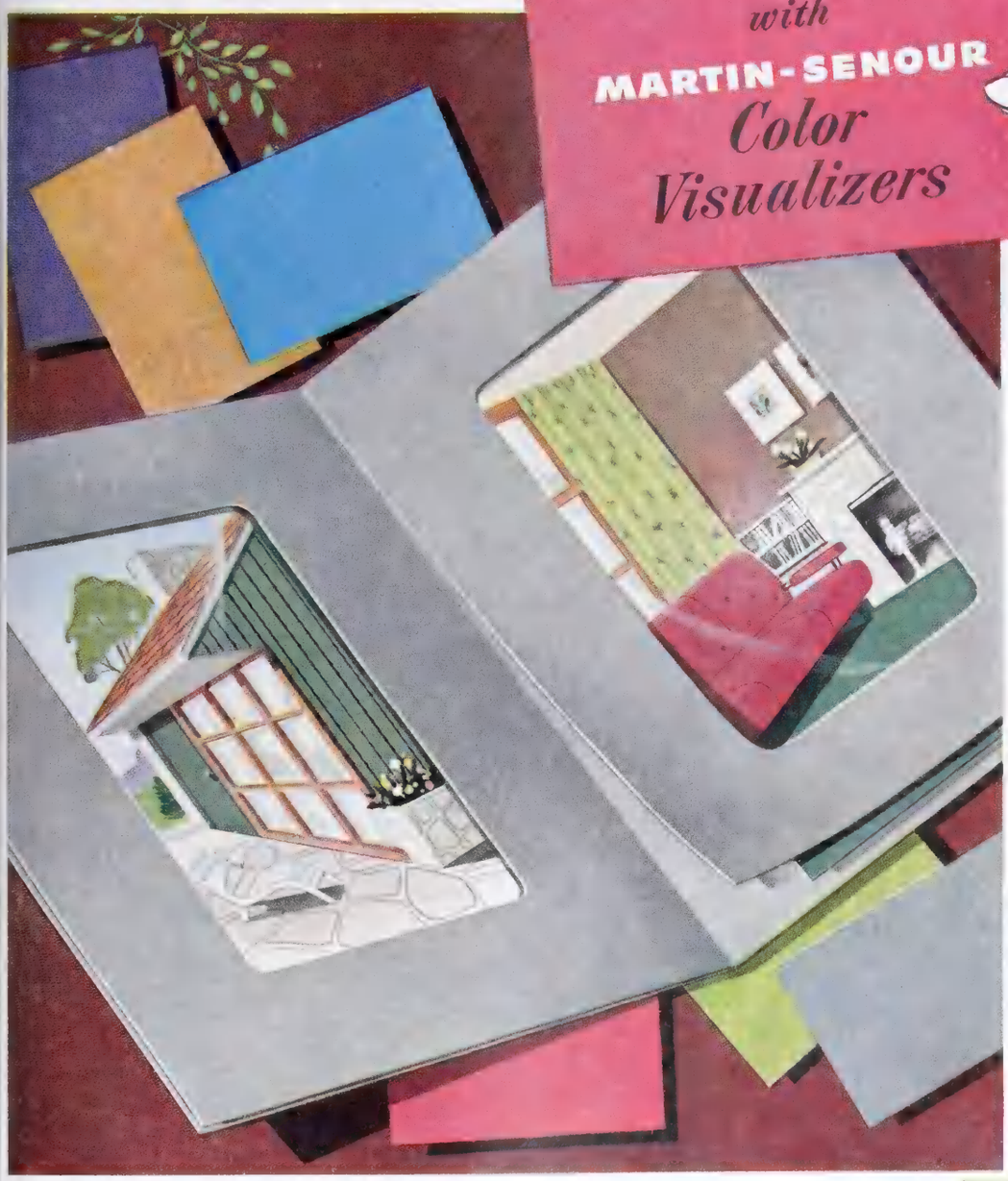


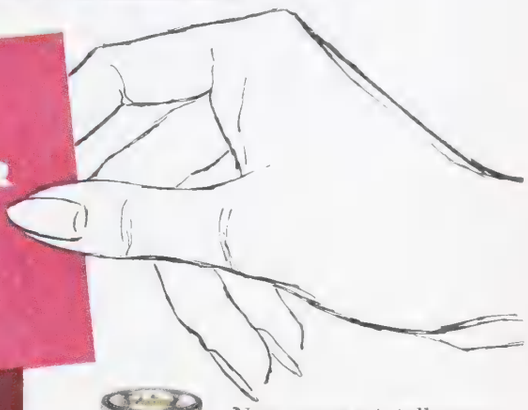
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MARTIN-SENOUR
Color Visualizers







Now comes a totally new experience in color planning. You'll thrill to your own wizardry in achieving color harmony—correlating exteriors and interiors with Martin-Senour Color Visualizers. And what fun to "play" with color chips on the house and room drawings!

Now You Can Correlate Exteriors and Interiors For Complete Color Harmony

See the ways exterior colors give your home the look of belonging there. Use the new *freedom of choice* of Color Unlimited—paints custom-mixed in nature's colors. These are flower and foliage colors, soft earth tones, hues of sunset—the Custom Color Shelter Tones of Martin-Senour to harmonize with interiors.

Nu-Hue Custom Colors match, accent or harmonize with any and every color now in your home or yet to be there. The colors are prescription-mixed at your Nu-Hue Custom Color Bar in paints of superior and enduring quality. And Martin-Senour Custom Color Stains put interior woodwork and exterior shingles, shakes and siding in the color harmony picture.

Learn what color can do for *your* home from the outside looking in, from the inside looking out! Send coupon *now* with 25¢ for *your* Martin-Senour Color Visualizer. You'll be amazed and delighted, with a new understanding of the world of color and its place in your home.

Send Coupon NOW and "Paint" Your Home 10 Times in 20 Minutes. Take confusion out of color plans with new patented MARTIN-SENOUR COLOR VISUALIZERS. Color chips and folders with drawings of exterior and room with furnishings on window-like covers. To "try on" new colors in unlimited combinations place color chips in slots beneath drawings. You can work out countless color harmony ideas. Only 25¢ for both. Large size Visualizers are available for your use at your Martin-Senour dealer's.

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75 YEARS OF PAINT-COLOR LEADERSHIP **1878-1953**

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2520 South Quarry Street, Chicago 8, Illinois

Please send my copy of the new MARTIN-SENOUR COLOR VISUALIZER for pre-viewing exteriors and rooms with furnishings in unlimited color combinations. I enclose 25¢.

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CREVETTES AU CHAMPIGNON—*Fill large fresh mushroom caps with diced cooked shrimp garnished with chopped parsley. Heat through and serve at once.*

FRIANDISE GRILLÉE—*Between two slices of bread, place a "sandwich" of ham and two slices of cheese. Slice into strips or squares. Dip each piece into seasoned, beaten egg and milk mixture. Brown thoroughly on both sides until cheese melts.*

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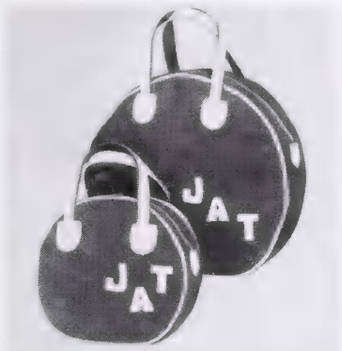
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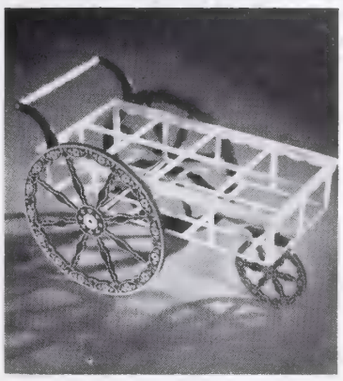
WINDOW SHOPPING

CONTINUED FROM PAGE 72

OTHER'S A BAG! And look her daughter. She's a bag, too! it they're really very snappy. d you'll love traveling with em. Made of durable canvas th genuine leather handles, they me in navy and white trimmed th red, green, or black. 3 inals if you specify them plainly. other's 12¾" wide, 3½" deep. 6.50; daughter's 9" wide, 3½" ep, $5. $11 for both. Ppd. Helen heeler, 42 W. 57th St., N. Y.



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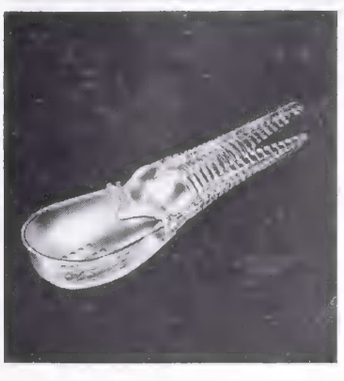
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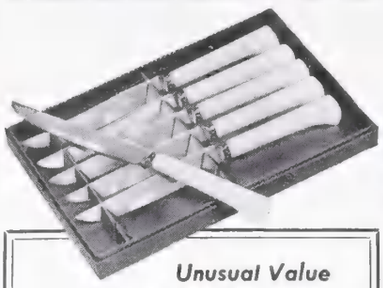
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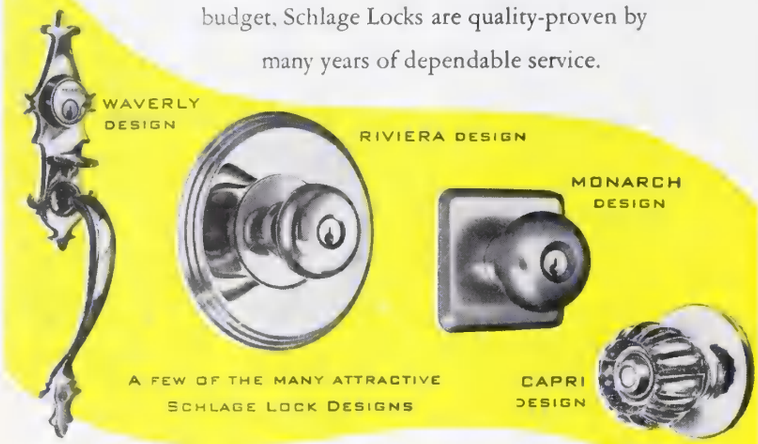
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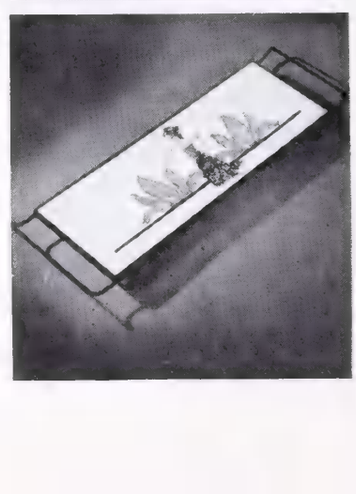
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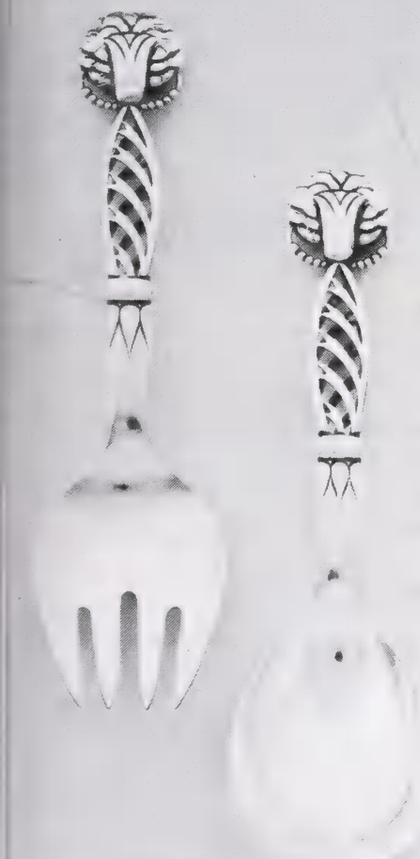
CONTINUED FROM PAGE 20

des which possess a Beethovian ower. the ritual music in the Tem- e. the speech of anguish by Am- rtas—all these are of the highest iality. They are the elements that tract so universal an audience to *rsifal.*

HIS year a milestone is reached in the history of *Parsifal* per- rmances in New York. This year gisters the half-century mark nce *Parsifal* was first given in New ork. And New York was the first ty outside of Bayreuth to perform *rsifal.* Wagner intended that his cred festival play be reserved for ayreuth. He expressly stipulated is in 1883. It is idle to speculate hether in later years he might ve changed his mind. Fifty years o there existed no internationally nding agreements which fully otected the composer's property the United States. Thus it was ssible to contradict Wagner's ishes. Heinrich Conried. the man- er of the Metropolitan. deter- ined in 1903 to set *Parsifal* be- re New York audiences. As soon he made known his intention. he was involved in an international legal fight which assumed threatening proportions but which in the end merely served to heighten the already great interest in the proposed production. Cosima. Wagner's widow. Empress and arbiter of Bayreuth. fulminated against Conried and decreed that any singer or musician who would have anything to do with the New York production would never henceforth be allowed to appear in Bayreuth. Banishment was the punishment.

THIS was a formidable verdict. Felix Mottl. the conductor whom Conried had appointed to conduct *Parsifal*, withdrew from participation and Alfred Hertz took over. Conried also got a cast of singers together—in spite of Cosima. It was a good cast with the famous Milka Ternina as Kundry. Cosima then tried to obtain a court injunction against Conried. This was denied by the United States Supreme Court. Several ministers took up Cosima's cause. preaching in the pulpit against a production outside

(*Please turn the page*)



Heirloom beauty

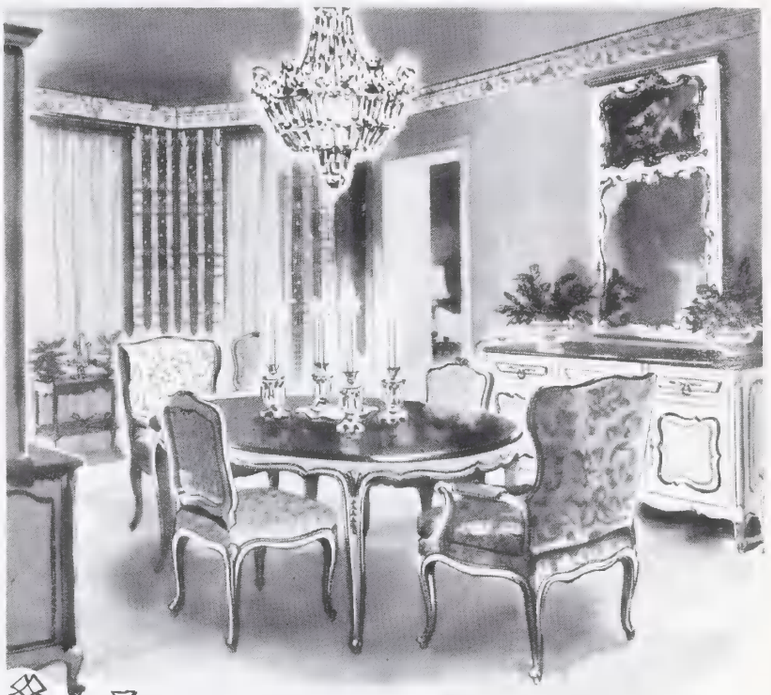
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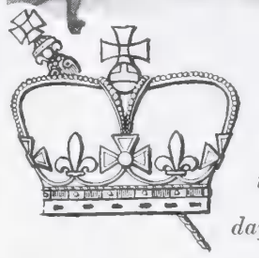
Serving spoon, $65
Serving fork, $60
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WHAT SIDE DO YOU TAKE IN OPERA'S PERENNIAL CONTROVERSY?

CONTINUED FROM PRECEDING PAGE

of Bayreuth. A delegation of clergy called on the mayor of New York, Seth Low, to protest.

BOTH in Europe and in America, editorials and cartoons began to appear as commentary on the event. A German newspaper published a cartoon which showed Uncle Sam, labeled Conried, standing before a grail represented as a safe filled with moneybags and holding aloft a shining dollar which all the artists worshipped.

Even the august *New York Times* went so far as to publish a commentary and a cartoon. This cartoon was titled "Parsifalitis," and it showed a bewildered Father Knickerbocker watching newsboys hawking their extras. The extras were all about *Parsifal*. One extra carried the headline, "How to Dress for *Parsifal*." In the middle of Broadway stood an organ grinder and he displayed a sign, "*Parsifal* Selections Only." Every building in New York was plastered with signs announcing *Parsifal* events such as, "Sermon morning and evening denouncing *Parsifal* as sacrilegious by Reverend Warn 'Em." The crowd, however, was shown streaming into a lecture announced as, "What *Parsifal* Means with Maps and Diagrams." And the advertising signs of Broadway offered for sale *Parsifal* hats, *Parsifal* cough drops, and a *Parsifal* five-cent cigar. There was also available a breakfast food called "Parsee-fall."

It is easy to imagine how such publicity added to the excitement. One newspaper, the *New York Evening Telegram*, published a special edition called "The *Parsifal* Extra," in which the music-drama was fully discussed. The pianist Fanny Zeisler hired a special train, the *Parsifal* Limited, to bring Chicago music lovers to New York. People wrote to the newspapers asking whether they should or should not wear evening dress for a performance which started at five o'clock in the afternoon.

THE performance, at advanced prices, was given on Christmas Eve, 1903. An orchestra seat cost ten dollars, the equivalent, I presume, of thirty dollars today. The house, of course, was completely sold out. The audience, who arrived early, was summoned to the theater by several trumpeters who appeared at the Broadway door and blew a motive from *Parsifal* as the signal that the performance was about to commence. This was copied from Bayreuth practice, but it must have caused quite some astonishment among the Christmas shoppers and the passengers of the Broadway street cars. The production was good and, according to the *Times*, "in many respects equal to anything done in Bayreuth, and in some it was superior." It was listened to with reverence, understanding, and attention which never flagged during a performance which lasted five hours. During that season *Parsifal* was given eleven times, and these performances brought in nearly two hundred thousand dollars to the box office.

That is how *Parsifal* got started in New York.

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One is the kind you're reading now. It carries entertainment, education, and projects the American way of life. The other is the kind our GIs are using in Korea. That one carries explosives, firearms, and the last-resort weapons against communism.

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You'll need details. You can get them—in the form of organizations and addresses—by writing:

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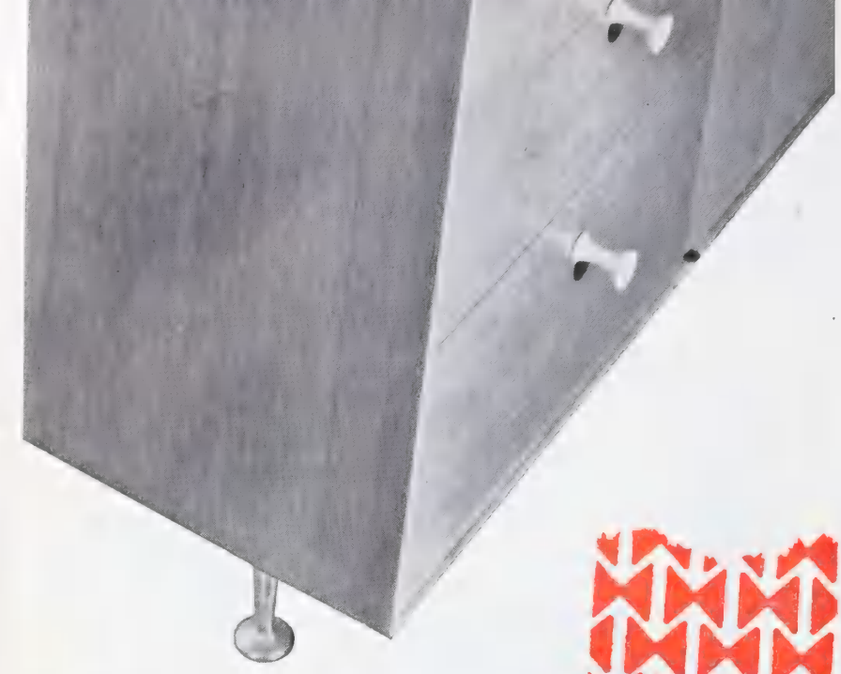
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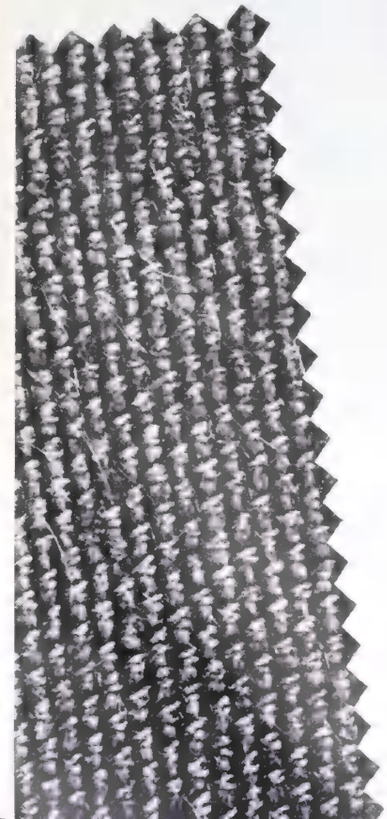
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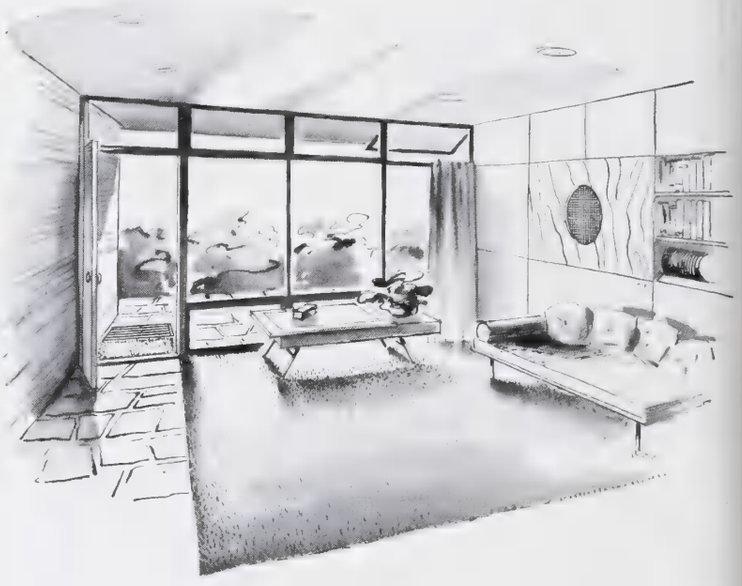




Farewell to fussy floors

By Dan MacMasters

See how a floor can save you work, shrug off wear, and yet look good all over all the time



No worn spots on this rug, thanks to masonry walk specifically designed for traffic. Esthetically, hard stone and soft rug are complementary. Each acts as foil for the other. They could be complementary in color as well as in texture. When two floor areas can be defined so unobtrusively, why pay for a useless wall to separate a tiny room from a tinier hall?

If you want a floor that lets you have your cake and eat it too, use durable masonry for the traffic lane, soft carpeting for a comfortable change of pace in the living area. You'll find the materials cheap, the cleaning easy. Good design defines the zones of use without cramping space.

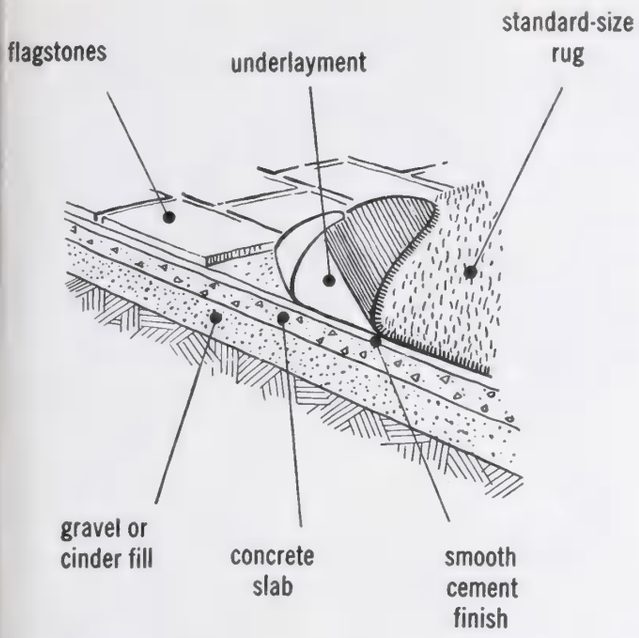
Here you see flagstones set on a concrete slab, the same flagstones used on the terrace. This provides a link between inside and out as well as a carefree highway. The thickness of the flagstone equals that of a carpet and carpet cushion, so their levels are the same. The exposed slab slopes imperceptibly to a central drain.

You'll do best to design the floor for a seamless, standard-size rug. It needn't be expensive. You could, for example, use low-cost broadfelt which later can serve as a rug cushion. Rush or hemp squares would also serve inexpensively, though you'll have to design the floor to fit them, not vice versa. Or you could use several pieces of cotton carpeting attached together by tape. Then you can easily separate them for home laundering.

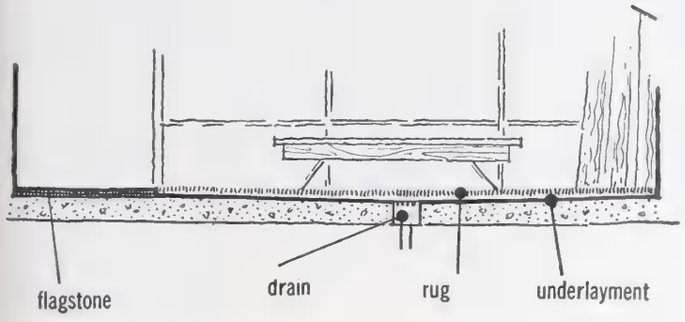
Strive for a trim edge where the carpet meets the flagstones. This demands careful cutting and laying of the carpet. You can use a carpet tacking strip here, especially when re-laying the cotton carpeting after it has been laundered. Some shrinkage can be expected; the strip enables you to stretch the carpet back into place. The tacking strip should, of course, be set in place when the slab is laid.

For appearance' sake, shun bold carpet patterns that will compete with the flagstones. But you can use textures to point up the contrast of hard stone with soft carpeting.

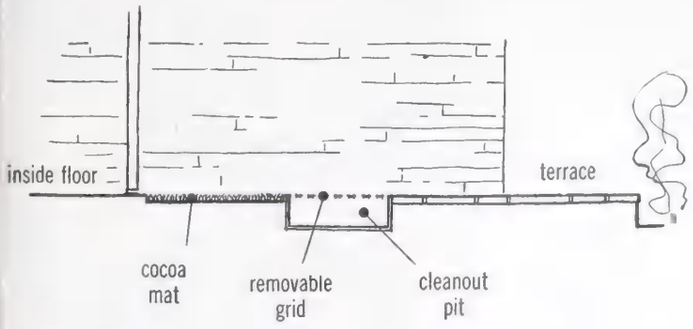
You couldn't ask for an easier floor to clean. The flagstones need only occasional waxing. Take up the carpet and you can hose off the entire floor if you wish.



If you're planning to carpet a part of your new house, make the carpet an integral part of the floor. There's no sense wasting another finish flooring material under it; use your money to pay for the carpet itself. There'll be nothing to trip over if top of carpet is flush with rest of floor. You can roll a tea cart over this recessed rug with never a bump.



Inside, even spring cleaning is quick and easy. Lights, storage units, bookcases, and radio equipment are already off the floor—they form the wall at right. You have only a little light furniture to move. Roll up rug and rug cushion; flush floor with hot water right down the drain. Slope of floor toward drain would be imperceptible with careful design.



Outside dirt stays outside. Scrape your feet on the metal grid, then use the cocoa mat. Once a year or so, lift up the grid and clean the pit below. Both grid and mat are recessed to make terrace as level and safe as the floor inside. Roof overhang shields the whole works from the weather. Slope terrace slightly to prevent little puddles of rainwater.



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Where would you go to see this romantic fountain? Paris, Rome, Madrid? No need to cross an ocean. It's part of the nostalgic 1880 charm of The Mall, in New York's Central Park.

HOW TO LEAVE HOME *and like it*

By Louisa M. Comstock

New York is hardly famous for its old world charm. After a week on the town, the average visitor feels as if he has spent seven days on a screaming fire engine, racing from the UN Building to the Statue of Liberty, to the RCA roof, down to the subway, over to Broadway, across to The Stork, ad infinitum. It's an electric, overwhelming, beautiful place, New York; and our advice to all comers is don't miss a trick. But allow yourself enough time so that you can break up the mad dash with a few placid, meandering days in the quiet, nostalgic places that many New Yorkers themselves have never seen. For instance, you can transport yourself back to the halcyon era when the city was young by a visit to the Old Merchant's House, the Jumel Mansion, the Van Cortlandt House. You can get peacefully lost for hours in the charming Museum of the City of New York and the New York Historical Society Museum. Stroll through (*Please turn to page* 151)

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, or hotels.

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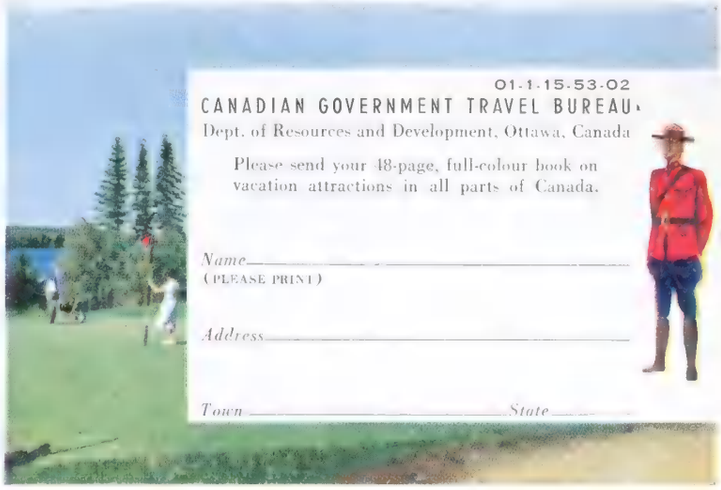
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HOUSE BEAUTIFUL
MARCH 1953

Exploding Myths About Your Life

Just as an atomic explosion releases vast, concentrated energy, so the explosion of widely—perhaps tightly—held myths can release for you the great possibilities of our time. Today's system of mass communication too often spreads rather than dispels crippling illusions. long since outpaced by the march of modern civilization. Only when you are freed from the shackles of your own misconceptions and fallacious thinking, are new ways to a richer. fuller life open to you.

How many of the myths on the following 53 pages have you already exploded?

MYTH: *The great house is a thing of the past.*

Luxurious, finely-crafted





houses are still being built

Mansions of great elegance and perfection still rise from the American landscape, despite a currently held myth to the contrary. Here is a recent and notable one, where every detail was conceived and executed for consummate beauty and complete comfort

Great fortunes are still being made in America—and still being spent. Publicity has so spotlighted the small, low-cost house that there has been a news blackout at the other end. Thus few Americans know that *very* large, *very* expensive, *very* beautiful houses of *very* fine craftsmanship are still being built.

Today's economic giants are constructing modern palaces that cost a quarter of a million dollars *upward*. And they are getting their money's worth: the achievements of twentieth-century engineering plus the artisanship once produced by the Renaissance. For America has not only great technologists, but also talented designers, fine materials, skilled craftsmen.

On the next 14 pages HOUSE BEAUTIFUL presents one of the finest of these modern houses. We think over-emphasis on the minimums of modern life too often keeps us from achieving the maximums. If we accept without question the myth of declining values, we defeat ourselves right from the start. For today's maximums can be tomorrow's minimums. You can arrive at more by aiming at more.

ALL PHOTOGRAPHS BY MAYNARD PARKER



The entrance hall of the May house is a fitting introduction to the character of the whole. Its spaciousness is in accord with the 10,000 sq. ft. contained in main house. Such fine, carefully studied details as the stair steps, the sculptured banister covered with leather, the Chinese bronze foretell the richness everywhere.

Mr. and Mrs. Tom May, owners
Samuel Marx, Noel Flint, Charles Schonne, architects
Albert Martin and Associates, supervising architects
Eckbo, Royston and Williams, landscape architects
William Haines, Inc., interior design

Finely-crafted houses are still being built *continued*

ALL PHOTOGRAPHS BY MAYNARD PARKER



The architecture of the May house results from a functional solving of all requirements: the needs of the owners, the necessities of the site, and the required orientation to the sun and the street. It is disciplined architecture. Yet it avoids coldness and gains artistic richness from interesting details, changes of plane, textured materials (such as pecky cypress and coral rock), and unique contrasts of juxtaposed materials (stainless steel beside rough-cut stone). Shown above is the entrance dramatically lighted for an evening party.



At right, the southern and garden side of the house showing the intimate co-relation of the house with terraces, swimming pool, cabana, and gardens. Note skillful handling of practical considerations: shade-making overhangs over the glass, realistic treatment of water drainage (to prevent disfiguring run-off marks). South side of house, with its glassy walls and terraces, is well protected from street traffic by thick, exotic plantings. Cabana is for informal daytime parties. A full explanation of the architectural philosophy is on page 161.



Finely-crafted houses are still being built *continued*



The finest house imaginable can be obtained only when the architect and the decorator work together from the beginning on the total concept. As a result, this collaboration produces a better thing than if they worked separately and tried to integrate their efforts after the house was finished. Example of this is the fireplace wall, above. The coral stone of the fireplace and mantel is continued on walls at a height convenient for counters. The structural parts of the coffee table are surfaced with glowing black leather.





A permanent game table in the living room is surfaced with black leather—the same black note that recurs again and again in the downstairs rooms. The glass wall beside the table is really a huge sliding door that opens up half the room. Grilles for warm-air heating run along floor in front of the glass, are sized to carry cooled air in summer. Notice silvery sheen of stainless steel columns.



Built-in bookcases in the living room follow the curve of the wall. The perfection of the fine cabinet work here and throughout the house is so subtle it is hard to capture in any photograph. Ancient objects from China, Africa, and Egypt on these shelves are typical of the Mays' possessions scattered through the house. Books in special leather bindings match (or go with) room colors.

Finely-crafted houses are still being built *continued*

ALL PHOTOGRAPHS BY MAYNARD PARKER



The stone counters that merge with the fireplace make a most interesting architectural composition of the whole wall. Notice the lamp bases made of shafts of clear Lucite with a mounting on which to place any beautiful object. No lamp cords show here or any other place in the house. This typifies the careful attention given to the smallest detail. All the furniture (unless it is an antique) was designed for the spot it was to occupy and the work it was to perform. Black table (at right) is leather-covered. Painting is by Modigliani.





Finely-crafted houses are still being built *continued*

The owners' position in the civic and business life of their city requires them to entertain on a large scale, during both day and evening. This was a major factor in the design of the house, affecting its openness, its dramatic night lighting inside and out, its big rooms, its impeccably detailed facilities for transient guests (such as a private sound-proofed telephone room). A luxurious cocktail room, shown here, adjoins the living room.

The cocktail room avoids the flagrant flaunting of its bar. The room itself is tucked around a corner from the main flow of traffic of the living room, hall, and dining room, thus avoids too heavy an emphasis on only one phase of entertaining. The bar counter merges with the woodwork of the wall. Notice the battery of electric switches (below) that gives some hint of the extensive lighting system that glamorizes both the indoors and out.



Mrs. May's bedroom suite (partially shown on this page) consists of a bedroom-sitting room, a porch (page 101), a bathroom-dressing room, and a clothing storage room. Two similar bedroom suites are on the second floor, plus a pressing room for clothes maintenance. See the closely co-ordinated decorating within the blue-white scheme—white leather and lacquer furniture, even white leather books.



All furnishings here, as elsewhere in the house, are custom-designed and made. Despite the generous use of white throughout this suite, all the perishable furnishings are removable for washing and ironing or dry-cleaning, so they can always be immaculate. Even the extremely full glass curtains are shirred on drawstrings. They open out flat to be perfectly ironed, return to the rods looking brand new.

Finely-crafted houses are still being built *continued*



As in all times when good living has flourished, beautiful things from other ages and other civilizations have been brought together to delight the eye of the owner. The Mays' architects and decorator have creamed the world for them. Every corner of the house holds things as precious as these on the built-in service table in the dining room: a painting by Braque, Chinese Lowestoft china, a Chinese sculpture of the Han dynasty (200 A. D.). The original Sheraton dining table can expand prodigiously to seat twenty-four.



The indoor planting bed in the dining room does two things: It is pretty in itself and it also breaks up the reflected sun glare from the water of the swimming pool beyond. At night this "wall of plants" is dramatically lighted from fixtures recessed into the ceiling above. Watering facilities for these plants are built right into the plant bed itself, so there's no dripping from carried watering cans. Here again, where the whole side of the room is glass, the structural weight-bearing columns are covered with shimmering stainless steel.





The quality of the accessories, used in daily living at the Mays', is very high. Everything—down to the smallest useful object—whether it be salt cellar, soap dish, or egg cup, has the rarity of a museum piece. Thus they grace the otherwise ordinary routines of home life with the fascination of varied objects of art. The Italian blown-glass figures they use sometimes as table ornaments are from Venini.

Finely-crafted houses are still being built

continued



The dining room is 22′ x 30′, ample enough to give formal dinner parties for 24 people. Consequently the scale of the decorative elements in the room is also generous. The black marble fireplace is 12 feet long, but only 3′ 8″ high—soundly scaled without being imposing. Painting is by Matisse. Wall lights are "crystals" of Lucite, which develop strange and interesting sparkles on the edges, due to plastic's curious light-conducting ability. Such appreciation for modern materials is shown throughout the house.





On Mrs. May's private porch and sun deck off her bedroom she can choose sun or shade in this partially covered space. Added advantage: When doors are open at night for ventilation no rain can blow in under the deep overhang. Porch is equipped with enough furniture to entertain several friends, to have breakfast or tea alone, or to read and sun-bathe in any of several prepared positions. Solid railing makes the porch private from all directions—except from helicopters. William Haines made loose, easily removed plastic slip covers for all upholstery, so soft chairs are feasible.

Craftsmanship is not dead

Another myth that needs exploding is the defeatist notion that fine craftsmanship is gone forever. The finished perfection of the May house—details like the carved stair rail faultlessly "gloved" in leather, the twinkling plastic wall lights in the dining room, the faint shimmer of gold in the hand-woven upholstery—proves this entirely fictitious. Craftsmanship still exists in abundance, if you know how to go about getting it.

No one can say this with more authority than William Haines, interior designer of the May house, whose work with craftsmen has been outstandingly successful. There are plenty of excellent craftsmen, he points out, but like all other artists they are stimulated to do their best only by those who appreciate fine workmanship and understand materials. You should know what a material may be expected to do and what it cannot do. Never ask a craftsman to use a material in a manner that is foreign to its nature, to make it do something it is not meant to do.

(*Please turn to page* 168)

Finely-crafted houses are still being built *continued*



The kitchen and pantry of the May house is 44′ x 17′—a total of 748 square feet of space. In addition there is a 12′ x 9½′ laundry and a 10′ x 22′ entry for a huge freezer and more storage cabinets. Such generous dimensions are not the publicized dimensions for building in the Fifties. But these pictures testify to the fact that statistics give averages, which are not the whole story. The old stove was put in this new kitchen because it had a larger roasting oven than any modern model. A professional staff of five operates this house.





As you would expect in such a large professional kitchen, the equipment is equally professional: a warming oven, a stainless steel double refrigerator, a slicer, and a 24-cubic foot freezer. Of course, it has the equipment that we are beginning to think of as standard for everyone: the garbage grinder, the automatic dishwasher with a drying cycle, the trouble-free counter of Formica, the automatic clothes washer and dryer, and ironing machine. All cabinets are of metal with counter-sunk handles. Flooring is rubber tile. Kitchen gets its own fresh flower supply every third day.

More pictures and story on page 161



MYTH:

All you need to be happy is a few more things.

Owning is not possessing

By Joseph Wood Krutch

Editor's Note: *This is income tax time, when worldly possessions are forced into sharp and often painful focus. Like everyone else, you are probably asking yourself, "Where has the money gone—and what have I got to show for it?" But in these days of inflation and shifting values a much more pertinent question would be, "How much lasting joy, how much durable delight have my tangible purchases brought into my life?" To help you re-evaluate the return you are getting from your ownership of things, we suggest that you read this timely article.*

Almost all of us have friends wealthier than we are, who have finer houses, more or better automobiles, more expensive clothes. And nearly all of us have said at one time or another that these wealthier friends did not get from their possessions as much pleasure and satisfaction as we got from ours. Sometimes we go so far as to say that they have more than they can use or enjoy. But we don't usually go on to ask if the same thing may not be true, in a smaller way, of us. We assume that when we buy a thing we possess it. But often we don't. Ownership is not the same thing as possession and it doesn't come automatically.

The distinction is really plain enough and we never fail to see it in other connections. We know that we do not necessarily possess a man or a woman because we are married to him anymore than we necessarily possess a child just because we begot him. The law says that we are married and the law gives us certain powers over the child. But the fact may remain that we possess neither the child nor the person to whom we are married. Perhaps neither one wants to belong to us and, therefore, does not. But the fault is also often ours. They cannot possibly belong to us unless we also belong to them: unless, as we say under the circumstances, we love them.

What is true of a wife, a husband, or a child is true of everything else we can "have" or "own" in any significant way. Of course, it is true of a cat, a dog, or a horse. And it is also true of any other intimate possession. Once we have bought or in any way acquired it by legal title we have taken only the first step. We must take possession of it later.

First of all, that means of course that we must somehow be aware that it exists and that we do own it. Ridiculous as the fact may be, many people do not even get that far. They buy so many pictures or books or suits and dresses that they actually do not remember what they have. And there are few of us who own so little that we have actually (*Continued on page* 156)

MYTH: *You can't get a good custom-built house on a low budget*

A little gem—custom-designed for $20,000

by Marion Gough



ALL PHOTOGRAPHS BY KRANZTEN STUDIO

If you are operating on a budget, do not be too quick to dismiss the dream of owning a house that is planned and built especially for you. On the next 8 pages you will see the custom-built domain of Mr. and Mrs. Ralph B. Zimmerman in Toledo, Ohio. It may look like blue-sky stuff so far as your own aspirations are concerned—until you learn why its cost, including land, house, furnishings, and landscaping, was no more than you'd pay for a comparable ready-built house.

A little gem for $20,000

continued

The Zimmerman house demonstrates the economic wisdom of knowing *exactly* what you need (not to be confused with what you think it might be nice to have), knowing *exactly* how much you can spend, and then reconciling these immutable facts by expert planning. A custom-built house requires discipline, but it's still your best bargain, because it lets you "play with" a plan until it suits your purposes and purse. (Full story on page 110.) Here is the cost breakdown of this architect-owner's house:

Land (90′ x 131′)	$ 1,250.00
House (1100 sq. ft. @ $14.95)	16,449.81
Landscaping (including fee)	681.90
Decorating (including fee) Includes all furniture not built in, fabrics, foam rubber mattresses, china, crystal, tableware, etc.	1,416.93
Legal and insurance costs	204.17
Total Cost	$20,002.81



Great secret behind Zimmerman economy is that owners started with no preconceived idea of what the house should look like. It took shape as living needs were met. Everywhere structure and layout were conceived to do double duty. Carport wall stores garden tools and bicycles.



Indoor and outdoor living could be planned simultaneously—one of the big advantages of a custom-designed house—so the functional terrace creates a living room view. Door at right of window wall opens out. Room is uncluttered because all cabinet furniture was economically built into walls.

The Zimmermans' privacy and comfortable facilities for outdoor living here refute the common fallacy that landscaping is an extravagant extra frill. For, at a cost of less than $700, it has provided a three-season living terrace and the curving enclosure of a sapling fence which screens both terrace and living room windows from the street and neighbors.



As close as if they were one room, living room and terrace are oriented correctly to south. Roof overhang is so designed that rays of low winter sun help to heat the living room. Yet in summer when the sun is high, it keeps the room shady and cool. Young tree at left is no mere decoration. As it matures it will create terrace shade in summer.



A little gem for $20,000 *continued*

Wherever possible, the Zimmermans built in their furniture. The very walls are dressers and cupboards, like this living room built-in, shown open on opposite page. Thus they saved floor space and money (furnishings cost less than $1,500) and minimized housekeeping in a family of three children. Doors and drawers, painted in a Mondrianesque pattern of color, give rooms warmth and interest the eye.

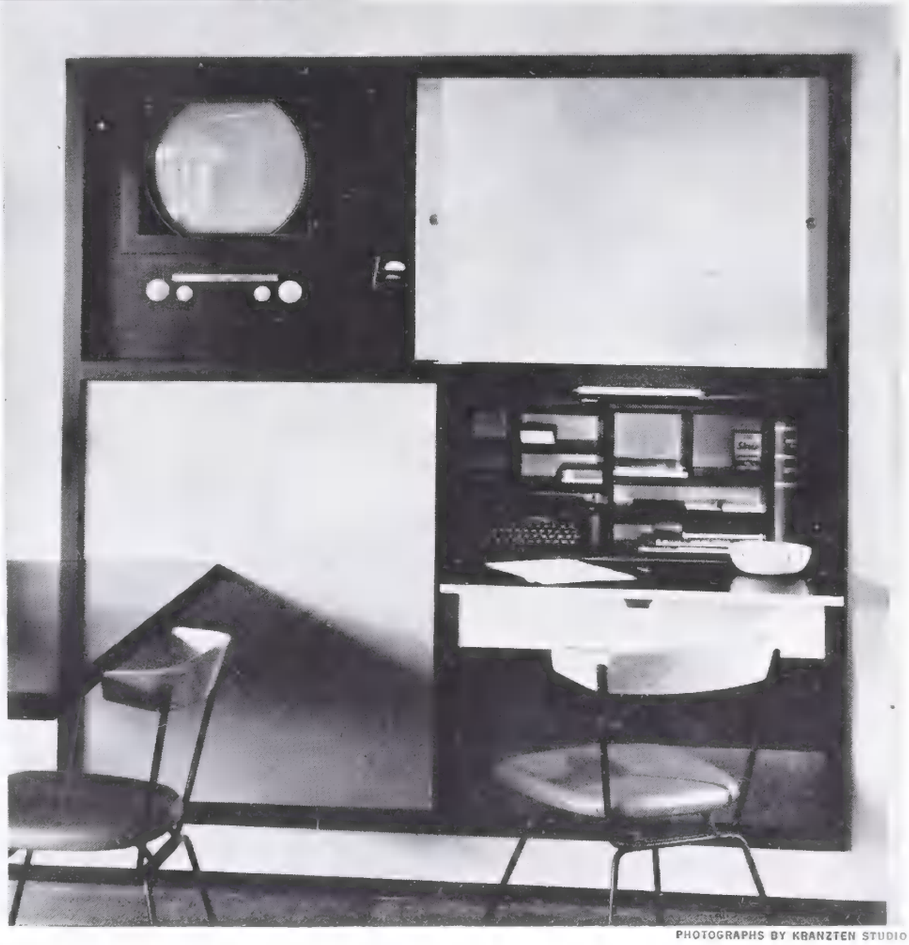


Kitchen, across the bedroom hall from the dining end of the living room (above), is separated from the hall by a built-in table instead of a ceiling-high partition. This makes the room seem larger, and permits light from the kitchen window to brighten the living room. Ventilating fan above stove eliminates cooking odors. Table and counter top are laminated plastics. The flooring is asphalt tile.



This one built-in unit (shown closed on opposite page) is in effect four pieces of furniture. Top section is china cupboard and TV cabinet (see below). Right half of lower section is desk and linen drawers. Built-in dining table, surfaced in Formica, has an extra extension. When this is clipped on, table can seat 8 comfortably, 11 in a pinch.

Below, space-saving panels instead of swinging doors slide across TV and china compartments, prevent bumped heads. Note detailed pigeon-holing of drop-leaf desk. Drawers hold linens. This whole wall between living room and a bedroom is similarly engineered as furniture. On bedroom side, wall becomes dressing table, bureau and wardrobe.



Ralph W. Zimmerman, architect and owner

A. G. Britsch, landscape architect

Frederic Fast, interiors

Edgington-Bleckner Associates, mechanical engineers

R. G. Dumbar, Inc., builders

PHOTOGRAPHS BY KRANZTEN STUDIO

What this house solved for its owners

The greatest problem this house solved for the Zimmermans was, of course, the financial one. Their total maximum budget was $20,000, which had to cover lot, landscaping, and all furnishings as well as construction. The only things salvaged from their former Colonial house were the washer, dryer, range, and refrigerator. Everything else had to be new.

A major economy the house made possible was the purchase for $1,250 of an inexpensive pie-shape lot (90′ x 131′) in a good neighborhood. The lot had remained vacant and was sold cheap because most prospective builders could not cope with designing a house to fit its irregular shape. Adjoining the Zimmermans', a regular lot of the same size sold for $3,300.

They needed a living room with maximum cubic volume and acoustic treatment to allow the phonograph to be played at concert hall level. They wanted electronic equipment to be built in, as well as a desk, dining table, and storage for their china. They did not want a living room fireplace.

A playroom, accessible from the kitchen and the outdoors, was an essential for this busy family—but in addition to a small grill-type fireplace and built-in studio couch, it had to include a built-in work bench.

They wanted a utility room adjoining the kitchen, with access from outside.

They needed three bedrooms. But theirs is what is known as a "shrinking family"—a teen-age daughter and two boys, age nine and eleven—and it is safe to assume that the youngsters will start leaving the homestead within the next ten years. Consequently the partition between the two present children's rooms was designed for easy removal without structural change. By building in all furniture, these rooms could be kept small. Wood deck beds were built by a local mill shop and covered with foam rubber mattresses, thereby saving more money.

Since one of the boys has a dust allergy, no carpet,





Entrance door (above) opens into living room (right). Unlike most traditionally conceived houses, this one does not primarily depend upon free-standing furnishings for eye interest. Architectural pattern is dominant—in the uncovered ceiling beams, which slant with the roof line, and in the strip of paneling that runs across a wall of built-ins. Chief ornament is Bernard Rosenthal's sculpture.

curtains. feather pillows or mattresses could be used in his room. This. as it turned out. revolutionized the decorative treatment of the whole house, for the Zimmermans decided to apply the same smooth. dustless approach to all the rooms. giving them warmth with color and simulated texture. This. plus the fact that much of the furniture was built into the walls to save floor space. has also revolutionized Mrs. Zimmerman's domestic routine. She can give her house a "spring cleaning" every day—in an hour—and the rooms are never cluttered because everything has its place.

They wanted a small. compact kitchen. centrally located and easily accessible to the living room and the playroom (which is actually the utility room).

They wanted one simple bathroom with walls tiled to the ceiling.

A carport was necessary. of course. but it had to combine storage space for lawn tools and the children's bikes and toys, and outdoor sports equipment.

To save fuel costs. they wanted a house oriented to capture as much solar heat as possible in the winter time.

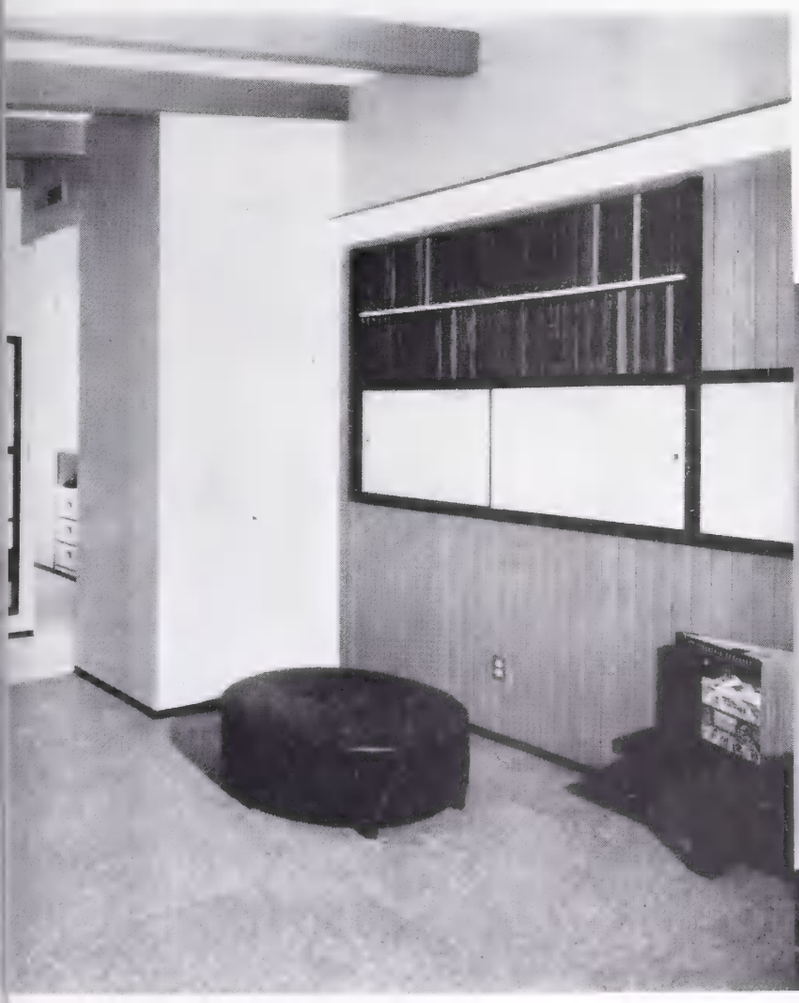
Although they spend their summers from June first to September first away from the city. they wanted their house oriented to take advantage of the prevailing southwest breeze.

In the interests of economy they wanted to use. wherever possible. structural materials that required no extra finishes. like plaster. paint. or special treatments. You see how they made dual use of structural materials as finishes in the exposed beamed ceiling of the living room and in the stone wall of the utility-playroom.

One of the comforts they insisted upon was an outdoor living area which would be especially usable in the spring and fall.

The children needed a loose-surface play yard where they could rough-house and play catch. (*Please turn the page*)

For a list of materials used in this house please turn to page 154



Music, of utmost importance to the Zimmermans, was built right into their living room with acoustical provisions for its enjoyment at full concert level. Left and below, record player housing shown shut and open. Player may be operated from the game room on the other side of this wall. Walls are spray-painted sheetrock and stain-waxed fir.



A little gem for $20.000 *continued*

out of the way of the adults. (See this on page 154).

Everything had to be of the best quality, consistent with the budget, and of such durability that it could stand up to the rough use of the children and the neighbors' children. Mrs. Zimmerman didn't want to be forever giving the youngsters the old don't-walk-there, don't-touch-that admonitions.

Necessity, the mother of invention, made some changes and improvements. For instance, the original plan was for a flat roof, considered the most economical. But this would have cut down the possible ceiling height of the living room and did not allow space for the return air duct work required by the heating system. So a built-up shed (roof, topped with aluminum) was a natural solution. Roof decking is 2″ rigid insulating board, strong enough to carry the whole roof load between 4″ x 8″ beams. This solution killed several birds at once. It increased the height of the living room; its insulating material, exposed to the room, provided a finished acoustical ceiling; no expensive leveling-off was needed. Roof has held snow for five days without melting. Ceilings were made level in kitchen, hall, two bedrooms, and bath, creating air duct space and attic storage for luggage and the eleven screen and storm sash units the house needs.

Expediency also gave the Zimmermans one of the best rooms in the house—the utility-playroom—for it wasn't possible to squeeze *both* a playroom and utility room into the 1100 sq. ft. budget. After much brain-cudgeling, they came up with a room that combines the functions of both. Besides housing the laundry equipment, water heater, and furnace, it absorbs the children's constant going and coming from outdoors. It also gives them a place in which to work on their various carpentry projects, and serves as a reading room and study, and even as a place to bed down an occasional overnight guest. Traffic works well here. With adults in the living room and children in the playroom, both have access to the kitchen and bathroom without invading the other room.

The house is heated by a gas-fired warm air perimeter system, aided by extensive insulation, insulating glass in all window areas, plus solar heating, thanks to the large glass areas on the southerly side of the house.

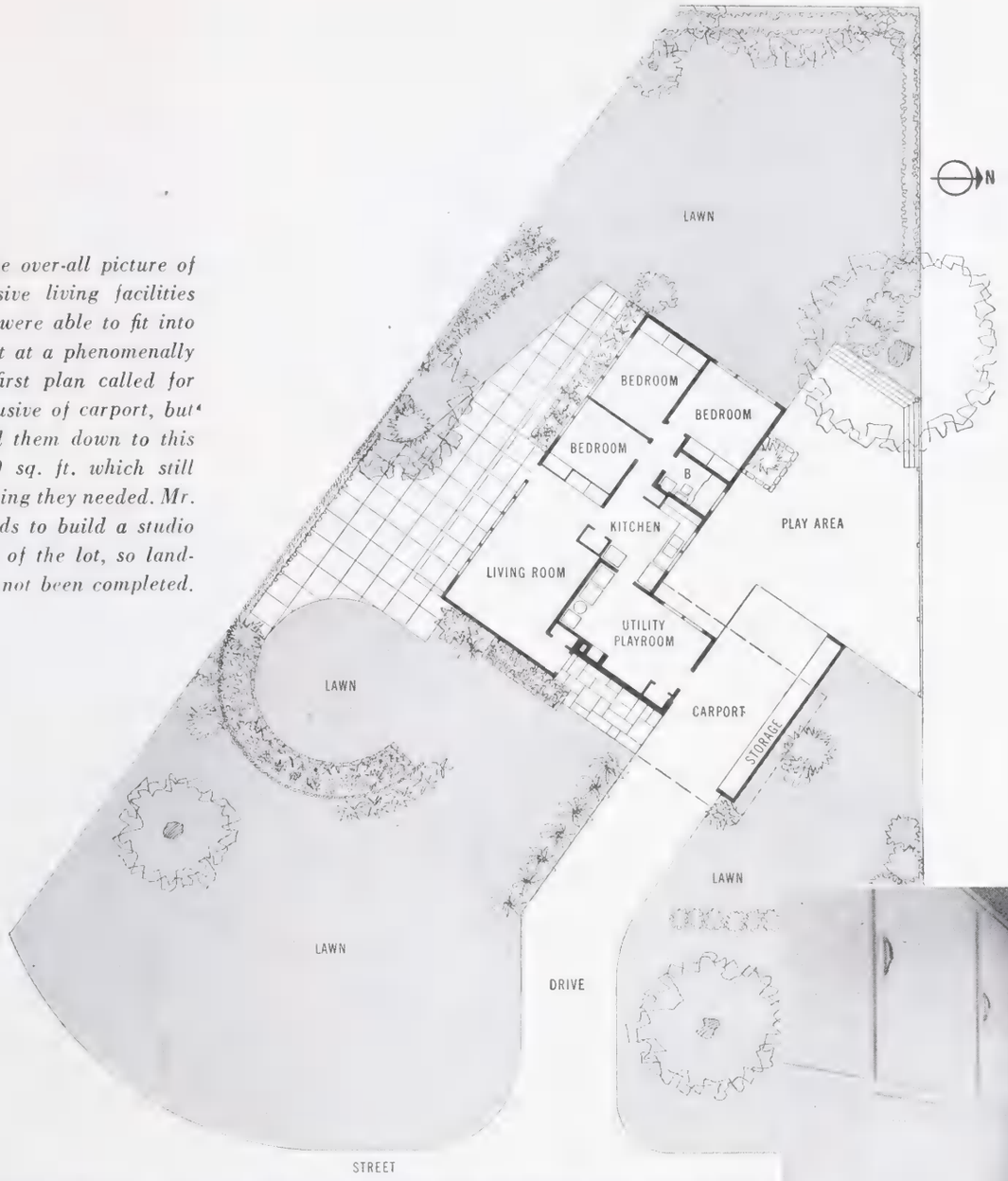
For more about the heating system, see pages 144-145





Utility-playroom provides youngsters with a built-in oak work bench, which pinch-hits as needed for a desk or play table. Day or night, it's well lighted. Utilities—furnace, water heater, washer, and dryer—line up neatly out of the way of traffic, yet close to kitchen door, at right. Floor is rugged asphalt tile.

Plan gives you the over-all picture of the rather extensive living facilities the Zimmermans were able to fit into their pie-shape lot at a phenomenally low cost. Their first plan called for 1,840 sq. ft., exclusive of carport, but the budget forced them down to this all-inclusive 1,100 sq. ft. which still gives them everything they needed. Mr. Zimmerman intends to build a studio on the north side of the lot, so landscaping there has not been completed.





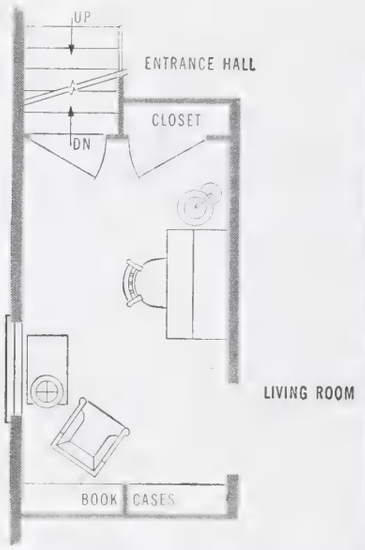


Stone wall of the utility-playroom is the other side of the exterior entrance wall (see page 105), and a fine example of double-purpose building. Sofa and closet make this a feasible guest room. Above, sliding panel over dryer opens so living room record player is accessible from here. Room has its own loud speaker and acoustical ceiling.

MYTH:

There's no cure for a room with too many doors.

Solve the door problem with disguise









In planning and decorating this snug bookroom-study, Margaret Fairfax relied on skillful camouflage to rescue a room that was "chopped up" by doors. Two doors, which completely fill one end of the room, open to basement stairs and a closet. With realistic trompe l'oeil *painting over their flush surfaces, she created false bookshelves to balance the actual ones at opposite end of room. Matching tea-box wallpaper and drapery fabric add to continuity of room's design.*

THREE PHOTOGRAPHS BY WILLIAM HOWLAND

1. *Landscaping of this standard builder's house added $3,000 to cost, but produced such distinguishing features as the barbecue patio and privacy fences—rare outdoor living facilities in conservative Kansas City houses. This also makes house look larger.*

2. *In the master bedroom obvious furnishings with cork floors and plywood walls might have been middle-of-the-road Modern, geometric prints, rough textures. But the unexpected creates individuality—Chinese chest, rich colors, taken from a painting.*

3. *By changing the usual order of things you can give a custom-order look to stock rooms. This study-hobby room is in the area labeled "dining" on the plans. Conformists would meekly comply—with rubber-stamp effects. Dining was shifted to living room.*

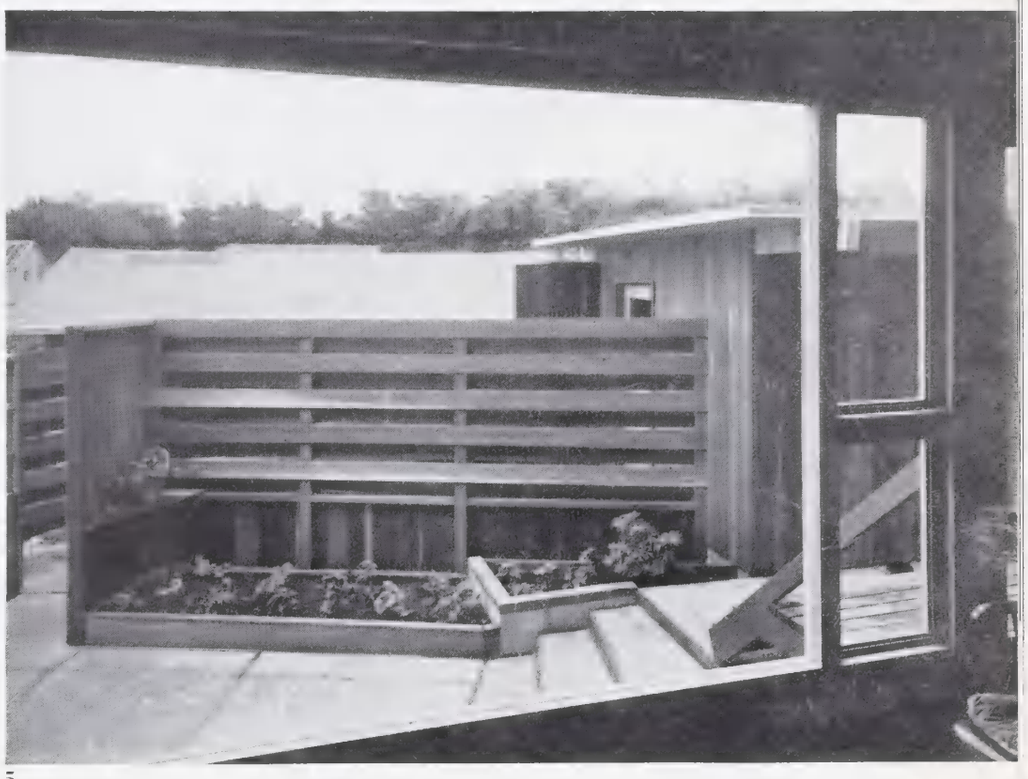
4. *Furnishings are an unhackneyed mixture of old and new, many periods, several woods. Against the doorless partition between living room and kitchen, see a provincial dining table, 18th-century chairs, an Italian church candlestick, a mellow old oil.*

5. *Landscaping put a picture in the picture window. Utility yard and back door of carport are attractively screened by a horizontal slat fence and a flower bed (shown when first planted). Note shelf in fence for exotic pot plant. Barbecue terrace extends to left.*

6. *View of the entrance door and living room window shows how house gets privacy from the street. It is built on a slight grade, but brick steps to the terrace and a raised planting bed at foundation line disguise inequalities in level, in fact, add distinction.*



4



5



6

See more pictures on pages 136-137



Modern architecture put the privacy wall on the map, but the same device can be applied to traditional houses to insure secluded outdoor living space even in the midst of neighbors. A low wall, 20 ft. from the street, carefully placed and designed in character with this old Boston house, made it possible to turn a lawn into a living terrace.

MYTH: *Privacy walls and traditional houses don't belong together.*

This walled garden



This beauty is permanent, for evergreens keep their good looks all year. They step up in height here to make wall appear lower. Ground cover is myrtle.



Gates are simple, handsome. This one leads to rear service yard, but pieris and rhododendron planting is a texture masterpiece, worthy of a main entrance.

PHOTOGRAPHS BY MAYNARD PARKER

Privacy so often depends upon high walls and fences that privacy-seekers are likely to forget that the height of a wall is less important than its position. Here a 42-inch-high brick wall screens anyone seated at the terrace table. If the wall were at the sidewalk line (from where photograph was made), it would have to be six feet high to be effective. Wall matches the old house so well that it seems to have been an original part of it rather than the recent addition it is.

Garden designed by
Vincent Merrill,
Landscape Architect



doesn't look walled

MYTH: *You can't have distinctive living in one room.*

This one-room house has design character

All 576 sq. ft. of this house have personality and charm. Yet it cost, complete with furnishings, only $11,000.

By James M. Fitch



Like the prow of a ship, the gable of this little house points southeast toward a magnificent panorama of mountains, sea, and sky. The two rear walls angle back into the hillside, giving the interiors a sense of security against so much outdoors. Curtains hung from transom bar draw across glass at night to complete enclosure.



PHOTOGRAPHS BY MORELY BAER

Dr. Gregory Val-Goeschen, owner

Lois G. Davidson, designer

Beneath its air of spacious ease, this small house for a bachelor doctor is as compact and efficient as a ship's cabin. In fact, good architectural design is exactly what gives it its "big-house" look.

The knotty problem of living in one room—and living well—can be solved by good architecture. This small house proves it. You could, of course, enclose the same space in a conventional cube—low, flat ceiling, windows mere holes punched in the wall, all partitions full height. And you'd be boxed in, in more ways than one. You'd be cramped, spiritually and physically, and no amount of decoration would change it.

But in this house a soaring roof, transparent walls which abolish visual limits and a polished floor which flows right out onto the terrace free you of any feeling of restriction. With architecture like this, there *isn't* any decorating problem left. It was solved as the house was built.

And that isn't all. Practical problems of furniture and equipment have been solved in the same way. The usual clutter of couches, tables, bed, and desk has been eliminated by simply *building them into the fabric* of the house. The spacious order that results is real, functional. And its $11,000 cost covered everything but the land and the piano.



Other imaginative touches are these lantern-like lights which flank ends of glass walls. Alternate concrete blocks were omitted to receive lighting. Frosted glass panels slip out when bulbs have to be replaced.

Please turn the page

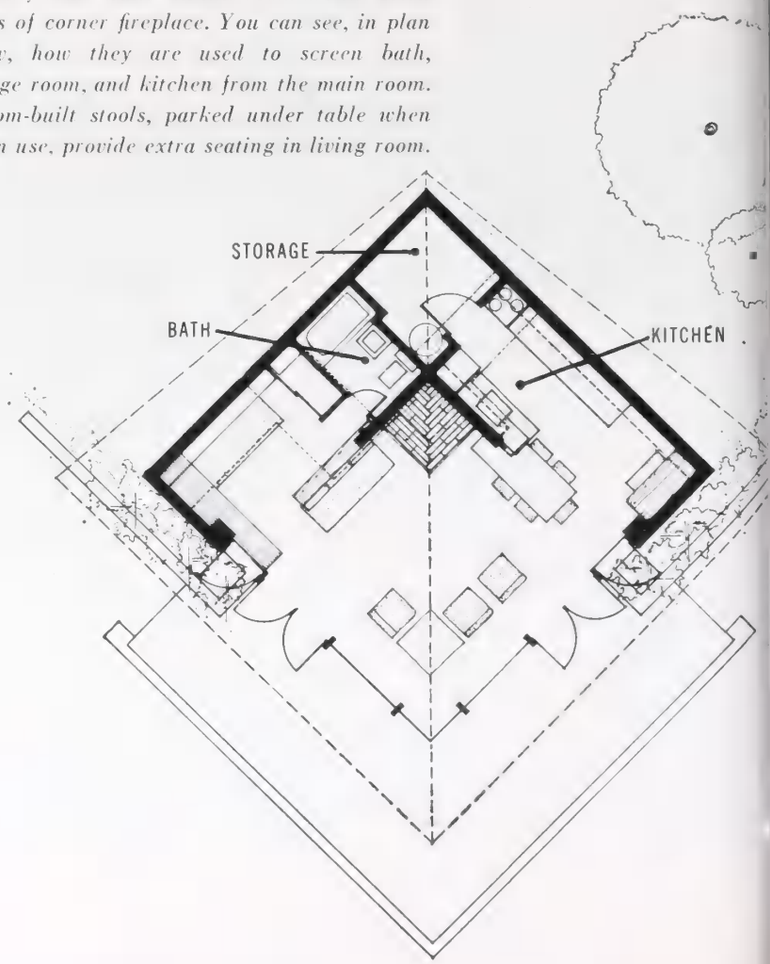
This one-room house has design character *continued*



The only real "walls" in this room are the brick wings of corner fireplace. You can see, in plan below, how they are used to screen bath, storage room, and kitchen from the main room. Custom-built stools, parked under table when not in use, provide extra seating in living room.

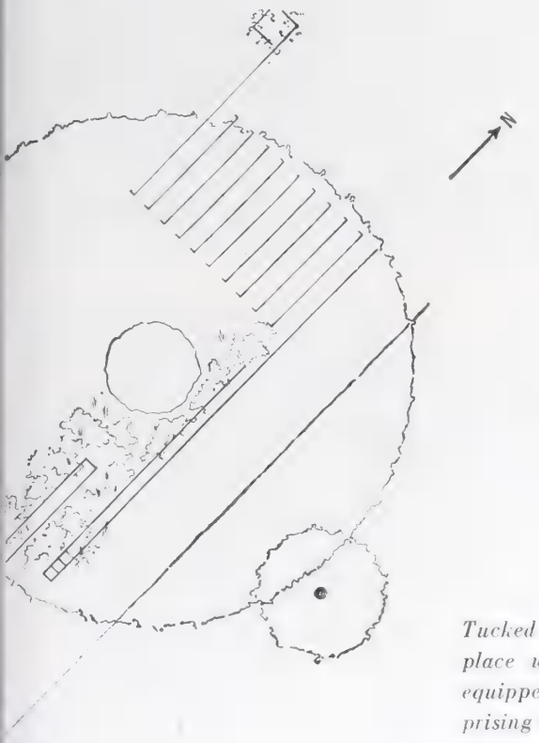


Neat as a sea captain's quarters, sleeping area has a full-size bed and wardrobe. Every square inch of space is put to use. Back of built-in couch (right) is storage space; shelves hang on walls over bed; built-in desk runs along wall (left foreground).





Approaching the house from parking court at right, you get a clear idea of how cleverly the designer has sited the house. Rear walls are buried in hillside to northwest, glass "prow" points due south, trees to west protect southwest angle. Like the house, grounds are designed for a bachelor's housekeeping, with grass-mowing, hedge-clipping, or sprinkling eliminated.



For more details, turn to page **148.**



Tucked in behind the fireplace wall is a completely equipped kitchen with a surprising number of cupboards, counters, and shelves. Finishes and colors echo the redwood and concrete block of living room. Stove and refrigerator are sprayed brown. Since the house is electrically heated, water heater is only equipment in storage room.

MYTH:

Sculpture may be all right in museums, but it has no place in the home.

The fine art of sculpture can make a room livable



In a connoisseur's study

Above: Eloquent testimony that all good things go together is this room designed by Earnshaw, Inc. Modern sculpture is quite at home with Chinese antique étagère and eighteenth-century English desk. *Right:* Black marble swan at window unites the two ends of the room. Over sofa hang sculptor's sketches.

If you think of sculpture only in terms of monumental marbles, you are passing up a rich source of daily pleasure. It is in fact a fine art of great variety. It may be informal, intimate, even gay and humorous—in untold diversity of scale, materials, and textures. Above all, its three-dimensional character gives it liveliness and varying appeal. You delight in its changing profiles, seen from different angles, in different lights. Use it instead of decorative bibelots to stamp a room with individuality



PHOTOGRAPHS BY EZRA STOLLER

These rooms are from the Sculptors Guild exhibition, "Sculpture in Time and Place," now touring the country under sponsorship of the American Federation of Arts. For a list of museums and dates, turn to page 146.



In an informal living room

Left: Here's proof that the fine art of sculpture is nothing to be shy of in daily living, need not be overpowering in a room. Decorator William Pahlmann has integrated a sculptured group into the architectural design of his fireplace, placed a wooden juggler on the hearth. *Right:* The most important sculpture in room is placed, not on a formal pedestal, but casually on coffee table. For complete list of sculpture and furnishings in both rooms, see page 146.



MYTH: *A really modern kitchen must look like a laboratory.*

A good plan is the key to efficiency

By Charlotte Conway

When last-century kitchens were being transformed from dusty black iron and varnished oak to tile and porcelain enamel, the legend grew up that only a colorless, sterile-looking kitchen could be efficient. If you've inherited that idea, discard it.

In these days when developments in structural materials make possible any color, and all colors hygienically cleanable, it is the layout, not the look, that gives a kitchen efficiency.

The basic aim of a good kitchen plan is to eliminate all unnecessary walking and reaching. It should be so arranged that all contents are stored as near the point of first use as possible, just as they are on a factory assembly line.

But a good architect recognizes that he is designing a home, *not* a factory. So, when Architect Parker planned this kitchen, laundry, pantry, and breakfast room in a house in Miami, Florida, he introduced elements of design and decoration to give them personality. As the plan on the next page shows, storage and work space is unconventionally arranged in odd triangles, hexagons, and trapezoids. This shortens distances between work centers, minimizes waste center-of-the-room space, and probably attains more storage and work area than a cut-and-dried rectangular plan might offer. The next two pages show how the irregular pattern provides 40 linear feet of counter space in the kitchen, 13½ feet in the laundry.

Big windows open the breakfast area to the ocean breeze and a view of Biscayne Bay. Only a counter (foreground) separates this personably furnished, unclinical eating space from the kitchen work area. Table, Watson and Boaler, Inc. Italian chairs, courtesy of Richard Plumer—Miami. Linen draperies in Quaintance's "Fish Is a Fish" pattern, over fishnet glass curtains. Informal China is Russell Wright's design for Iroquois China Co. "Contour" pattern silverware by Towle Mfg. Co. Salad bowl and serving pieces are "Flintwood," Ability Products Co. Ceiling lantern, by Plus Studio, New York. Sunbeam's "Coffee-Master," foreground, rests on a durable Formica counter adjoining the built-in Thermador range top. Floor is terazzo.

Alfred Browning Parker
Architect

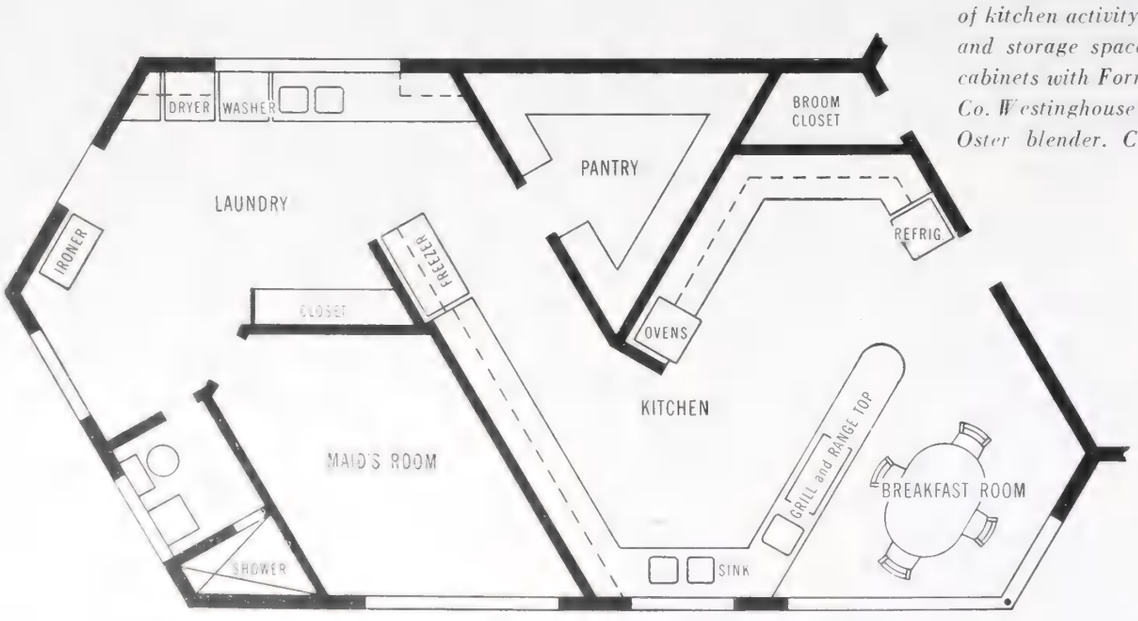
Richard Plumer—Miami
Decorating

ALL PHOTOGRAPHS BY EZRA STOLLER



1.

1. *Looking from breakfast room to kitchen, see how close each work area is to others. Thermador range top and grill in counter in one arm of V, and ovens opposite, are so near breakfast room that food is hot when served. Stainless-steel sink, pivot of kitchen activity, is apex of V. Dishwasher, work and storage space flare out beyond. Maple-finish cabinets with Formica counters by Mutschler Bros. Co. Westinghouse refrigerator, freezer, dishwasher. Oster blender. Cosco chair, Hamilton Mfg. Co.*





2. *The laundry is an integral part of the kitchen, but the angular arrangement separates it from all activities concerned with the preparation of food. Assembly line installation of Westinghouse Laundromat and automatic dryer permits clothes to go in orderly fashion from washer to dryer and onto counters for sorting. Because the laundry is so close to the kitchen proper, it is easy to start a load of clothes without interrupting cooking activities. "Raffia" curtain fabric, Quaintance.*

3. *Food moves a very short distance indeed from stove to table. Thermador range top and grill are built into counter top only a few steps or a pass-over reach from the breakfast area. As the plan reveals, the pattern of angles makes for easy, unimpeded, direct traffic from one area to every other one. Open planning and the lack of structural barriers such as doors and walls insure good air and light circulation, and, more than that, add a psychological benefit in a feeling of spaciousness.*



2.



3.

For more about this kitchen please turn to page 142-143

MYTH: *You can't eat like a gourmet if you use cans.*

Cans give you

A READY-MADE START FOR BETTER RECIPES



By Victor Bergeron



The Kitchen Kibitzer

Canned foods are tools with which to work—like utensils and cutlery. Use them, not as they come out of the can, but as ingredients in more complex recipes, and you can grade up the quality of your eating. Here are 25 ideas to free your mind

How mistaken ideas do prevail long after they are obsolete!

Canned foods, for instance, are still considered by most people as something to be eaten as it comes out of the can. While that may have been a legitimate attitude in the beginning of the canning business, it certainly isn't the way to good eating or to a legitimate use of the can.

Canned foods must, for economic reasons, appeal to the average user and the average taste, and are therefore lightly seasoned. This very common-denominator seasoning is the reason why they seem dull and colorless if used direct from the can. But it is this same understatement in seasoning that makes them perfect as ready-made starts for more complex and more interesting recipes.

Until a few years ago, I wasn't too keen about canned foods. Despite the fact that my parents owned a small grocery store, we scarcely ever used canned foods at home. Both my mother and father were good cooks of the old school, which meant that they just cooked like little beavers and took a long time doing it. The results were so good, I guess I grew up thinking that no food could be of much account if it weren't prepared their way. But as I grow older, and see—and taste—what women are doing with canned foods, my prejudice dwindles and my appreciation grows. I now freely admit that fabulous things can be done with canned foods, and I am perfectly willing to eat crow—canned, if you insist.

Much of the scorn directed at canned foods stems from the same source as mine. Old-time cooks thought it was a lazy, extravagant way of doing things and we've all heard the innumerable corny jokes about brides and can-openers, to the point where canned foods have been too often used with apologies, as last minute meals, emergency rations, and that sort of thing. Well, that's a lot of bunk.

When you consider that it wasn't until around 1920 that there was much scientific knowledge available on the processing of foods, and the use of heat penetration to destroy spoilage bacteria, it is no wonder that the variety was so limited when I was in kneepants. Now color, texture, and nutritive values can be retained and, besides, the variety of canned food is staggering.

Today you can buy stews, chicken à la king, fricasseed chicken, meatballs and spaghetti, baked ham, a variety of sausages, tiny new potatoes, small white onions, swish sauces, excellent gravies, mushrooms, lobster bisque, French onion soup, rice, chili con carne, tropical fruits. I could reel off hundreds of good, sound, and unusual canned foods which, properly combined and spiced with imagination, would bamboozle the stuffiest gourmet. You can even can-cook with a foreign accent.

For example, we were fishing up at Quincy, California, in the Feather River country and stayed at El Ranchito Motel, owned by Wade Rowse and his wife, Kay. They're from Texas, so, as we got to talking about food, Wade asked me if I liked Mexican food. Me, I *love* Mexican food! I love it with a passion. I even love the great big heartburn I get, and I'll turn right around and get another if the food is good. For years I've been going down to a restaurant in Monterey called *La Fonda*. Now Monterey is a good four hours' ride from San Francisco, but many is the time I've jumped in the car and driven all the way down from San Francisco just to eat at *La Fonda*. That's how much I like good Mexican food!

Well, I made quite a big noise about my penchant for the stuff and while we were talking Kay offered to cook a Mexican dinner the following day. I made a mental reservation and, inwardly resigned but outwardly happy about it, I accepted. The next afternoon we were all out fishing, Kay included. Obviously she was not cooking dinner, Mexican or otherwise. After showers and a change we joined the Rowses for cocktails. She still hadn't had much of a chance in the kitchen. But during cocktails, Kay nipped into the kitchen two or three times and, before I knew it, dinner was announced. Privately I was pretty skeptical, but did I get a surprise! The meal was terrific. I couldn't get over it and asked her how she had done it. (*Please turn to page* 192)

MYTH:
Chemicals can end all your soil troubles.

Chemical soil conditioners cannot quite perform miracles

Amazing claims—mostly false—have been made. Actually, the truth about what conditioners can do in your garden is wonderful enough

By Dr. Joseph E. Howland
House Beautiful's Garden Editor

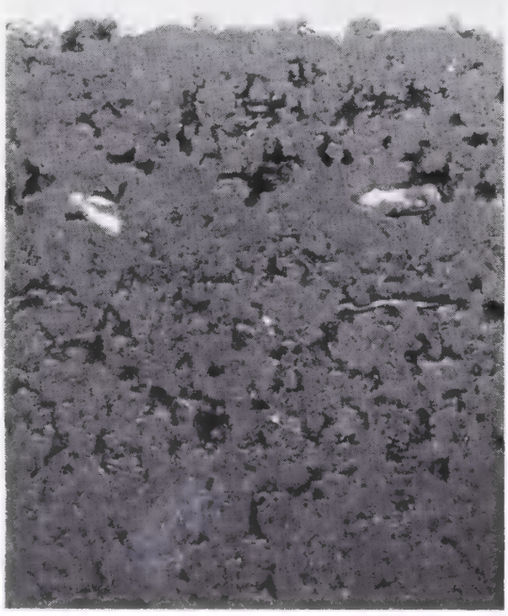
Unconditioned soil

ORIGINAL SOIL LINE



This is how the soil should look just after seeds are planted—loose, spongy. Problem is to *preserve* this condition. Chemicals do this.

Unconditioned soil after rain



Unprotected soil, with no chemical conditioner, promptly slumps into a tight mass when wet, especially if by prolonged spring rains.

Fully conditioned soil after rain



This soil stayed fluffy because chemical conditioner had been mixed into the soil *before* the cucumber seeds were planted.

PREDICTION: Chemical soil conditioners will become routine for: **1.** crust prevention; **2.** erosion control; **3.** greasy, sticky soils

Chemical conditioners can work *limited* wonders. if you use them right:

1. Dust or spray conditioner over any good soil *after* sowing seeds. Then the soil stays loose and crumbly, lets seedlings pop up easily because a tough crust won't form no matter how pounding the rain or how baking the sun. Sloping soil won't easily wash away.

2. Mix conditioner into top six inches of a greasy. sticky soil that won't grow good plants. and you convert it into loose. open soil resulting in wonderfully vigorous plant growth.

Now let's see what was wrong with ten wild claims made last year about chemical soil conditioners:

Claim: Breaks up hard-packed soils.

Truth: Sprinkling conditioner onto hard. packed soil softens it and makes the surface *look* spongy—but this lasts only until the first rain.

Permanent soil improvement involves three steps:

1. Loosening the soil mechanically
2. Keeping the soil loose and porous
3. Increasing the plant food content

Chemical conditioners can perform only step 2. Breaking the hard soil into small lumps (like coarse sugar) is the job of plowing and cultivating. Only this produces a light, fluffy soil. The need is to maintain this condition. because the small lumps tend to disintegrate into individual clay particles and pack tightly together. The chemical soil conditioners give each lump of soil a coat of "glue" that keeps it fixed in its fluffy state. Step 3 remains—increasing fertility of the soil—and this requires plant food. *Chemical soil conditioners have no food value.*

Claim: No work involved.

Truth: Soil must be plowed and cultivated as usual before or during chemical conditioning.

Claim: Replace peat and humus.

Truth: Peat and humus contribute three things: 1. a "glue" which *is* supplied by the chemical conditioners; 2. a small amount of plant food; 3. physical bulk which dilutes the soil. helps keep it (*Please turn to page* 213)

PHOTOGRAPHED BY HOUSE BEAUTIFUL AT MONSANTO RESEARCH LABORATORIES

Surface-conditioned soil after rain



Spraying conditioner on surface *after* seeds were planted kept upper inch of soil loose, allowing seedlings to pop through easily.



Untreated soil packs so tightly that the seedlings waste much strength in breaking through the tough crust—and many seedlings die before getting through.



Treated soil (spray or dust surface) remains loose. ideal for easy emergence. quick seedling growth. Contrast. too. the much wider root spread.

MYTH:

You can't have flowers on a terrace.

You can have both flowers and a terrace

By Dr. Joseph E. Howland

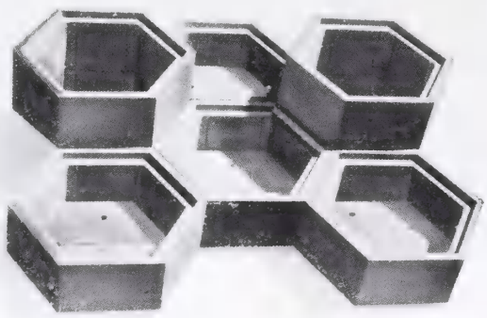


Some homeowners still believe the myth about modern gardens which says you must give up rich masses of flowers if you plan a large, paved terrace. It simply isn't true. You can have the big, dramatic expanse of modern paved terrace and the luxurious display of flowers found only in old-fashioned gardens.

This myth is exploded once and for all by these honeycomb plant boxes, shown here, in the garden of Mr. and Mrs. William F. Gates. The boxes, inexpensively made from scrap redwood lumber, fit together in an infinite variety of smart patterns that feature a few flowers as though they were prima donnas. They put the flowers right on the stage of the paved terrace, next to where you may be sitting. Result: a modern garden complete with the benefits of a spacious terrace and the dramatic color of an all-season flower show.

Buy these boxes or make them yourself. (We show you how.) Douglas Baylis, their (*Please turn to page* 214)

Garden and honeycomb boxes designed by **Douglas Baylis**

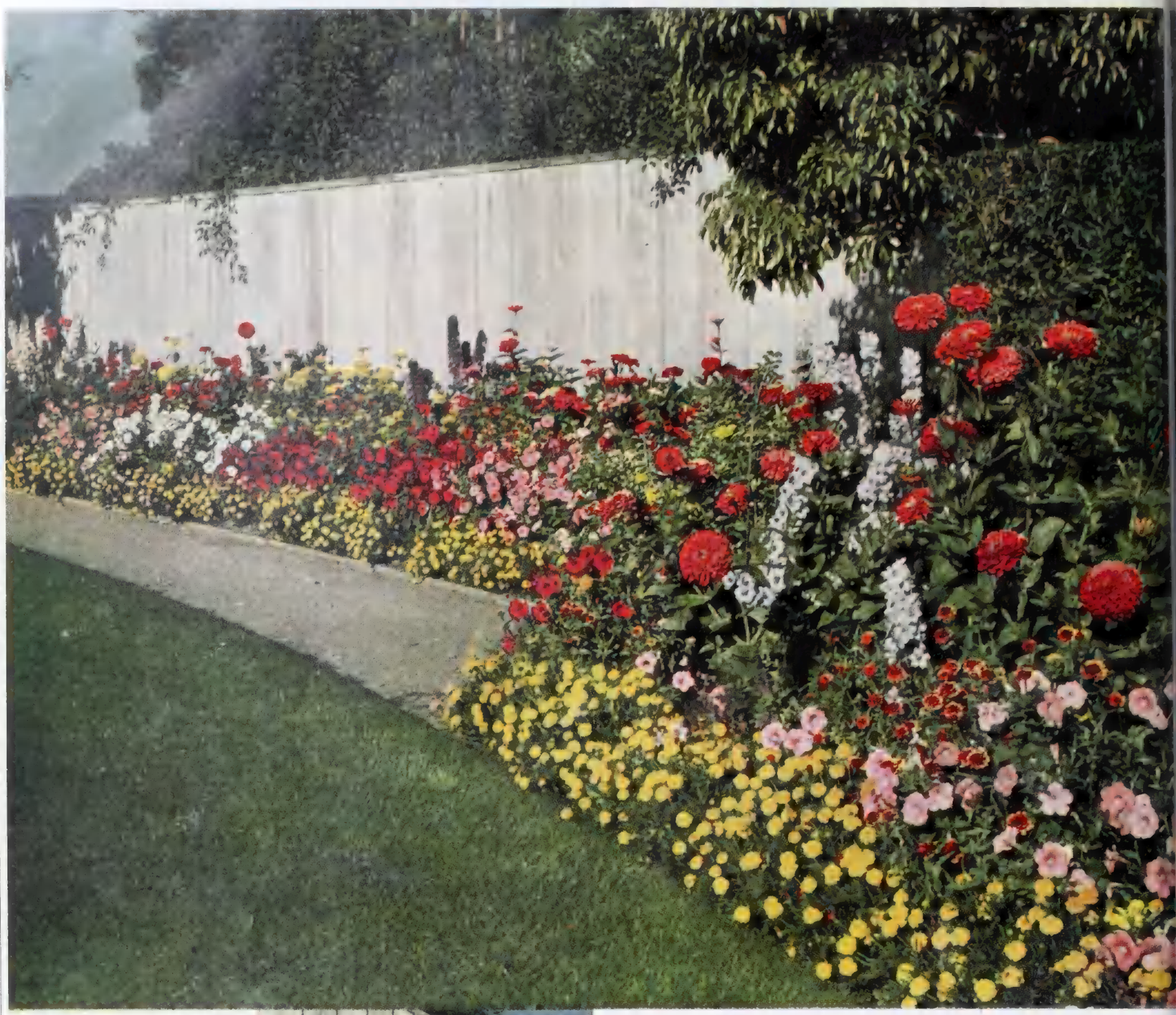




ALL PHOTOGRAPHS BY MAYNARD PARKER

Hexagonal shape makes it easy to group these plant boxes in varied arrangements.







This garden is widely known as a show place—"it's always full of flowers." But the secret is one you can use anywhere. Concentrate your annuals (from seed) in a sunny spot, supply a background for better display and protection, feed and water generously. You can duplicate this spectacular color show at the low cost of around five dollars, because it's only a single flower bed, but it's such a glorious one that everyone will believe that your whole yard has caught fire with flowers.

MYTH: *A showy flower garden costs a mint of money.*

For a big show at little cost—invest in annuals

For $5 you can duplicate the exciting garden you see opposite and below. Five dollars' worth of annual seeds will stretch your money almost endlessly, give you a show garden and a cutting garden too. What's more, you get quick bloom—generally within eight weeks. And you are sure your plants will bloom. If they are alive, they will bloom—which is much more than you can say for perennial plants that have to be babied all winter.

Can you cut your annuals? You certainly can. The more you cut, the more blooms they produce. Just give them plenty of sunshine, water, and plant food, and they come into color week after week. They continue to bloom until they literally bloom themselves to death—or die in the winter cold. A nuisance to start seeds every year? Depends on how you look at it. There's no winter covering to do, no place for pests to hide away during the cold winter. And it gives you a chance to clean up the whole place every autumn and start fresh. Annuals are really for people to whom money matters more than time.

PHOTOGRAPHS BY MAYNARD PARKER



Garden designed by
Thomas Church
Landscape Architect

Annuals are strictly warm-season flowers, so you have to think about how your garden will look in the winter. The garden of Mr. and Mrs. W. E. Jason solves this by confining the annuals to narrow beds in front of fences and hedges that have permanently interesting lines summer and winter. The flower beds are far enough away from the house to be inconspicuous, though bare, in winter because of the boldness of their backgrounds. But in the summer the plants burst into concentrated flower and once again fill the eye.



New chemical sprays wilt-proof tree leaves, so makes it safe for nurserymen to dig and move big trees at any time of year. Trees 20 to 30 feet high grow in their new home as if never disturbed, bigger trees may "sulk" first year, but recoup the loss.



MYTH:
New houses can't have big shade trees.



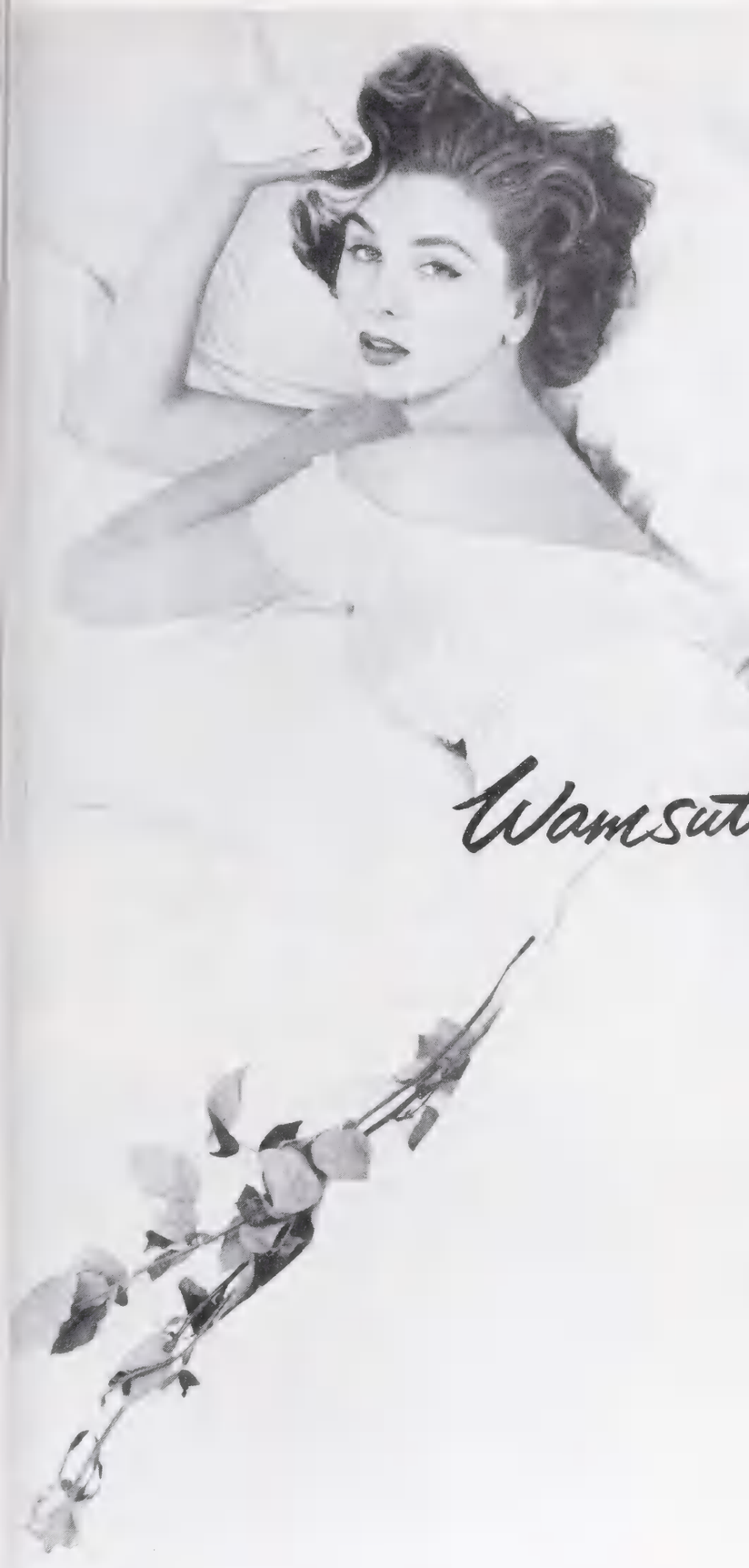
It's no trick to move a large shade tree

PHILIP IVES, ARCHITECT. PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



Despite the common opinion to the contrary, you can start enjoying abundant shade within mere weeks of adding a tree to a treeless yard. All the trees in the garden (left and above) were moved from a nursery less than six months before the photographs were made. The cost of quick shade? Count on $100 to $600 for a 20′ to 30′ tree. Cost is mainly for digging, transporting, planting. Expert movers guarantee tree will live.

Garden designed by
Innocenti & Webel
Landscape Architects



Only Wamsutta Supercale Sheets

can make you feel so wonderful...

prove so thrifty too!

Wash-Wear tests proved Supercale®
Stronger, Longer-Lasting,
Costs less to launder!

Heaven . . . when you stretch out on this silky, caressable softness. You feel pampered in luxury *all over!* No wonder the legend of Supercale's loveliness grows year after year. And now—wash-wear tests add a new economy story! Tests proved them *stronger* than all other Types tested, including coarse-woven muslins. *More good news*—results showed that Supercale's longer service and lower laundering costs *more* than pay you back, over years of extra wear, the little bit more you spend to buy them. *Never* has luxury been so thrifty!

"it always costs less to buy the best..."

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For pamphlet, "Save with Supercale," write to: Wamsutta Mills, New Bedford, Mass.

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Photo courtesy of Armstrong Cork Co.

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Above: PENNSYLVANIA CORRUGATED GLASS lights a small entrance foyer, still maintaining family privacy; screens a kitchen work space from a dining area, creating a lovely, diffused light background to informal dining.



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A GOOD PLAN IS THE KEY TO EFFICIENCY

CONTINUED FROM PAGE 131



Following the basic principle of good planning—the logical storage of things where they are to be used first—the mixer cabinet is adjacent to a stainless-steel pastry counter section. Hamilton mixer pulls out and up on its own shelf, never has to be lifted or allowed to clutter counter.



Most frequently used pots and pans and pot lids are stored directly under the range where they will be put to use. A pull-out shelf brings the entire contents into view, so there's no tiresome reaching into dark depths to find what you are after. Pots and pans shown here are Revere Ware.



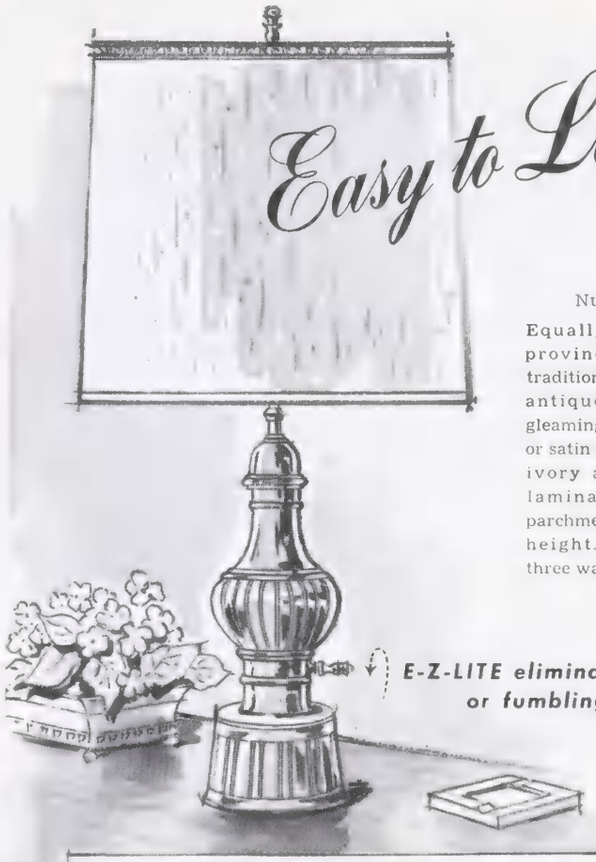
Compartmented sliding bins make storage and taking stock of bottled goods a simple matter. There is no danger of breakage from bottles falling over or against each other. This kind of cabinet interior, engineered for a specific purpose, is what makes a kitchen really work efficiently.

PHOTOGRAPHS BY EZRA STOLLER



Another good interior engineering feature is the wire bin for vegetables not requiring refrigeration. Wire permits air circulation, which prevents food odors and spoilage. Vegetable bins are adjacent to the sink where vegetables will be washed and peeled. No wasted steps or motions here.

Easy to Light!



NUMBER 9620

Equally at home in provincial, casual or traditional interiors. In antiqued finishes of gleaming polished brass or satin silver. Shade old ivory antique satin, laminated to heavy parchment. 30" overall height. Uses standard three way bulb.

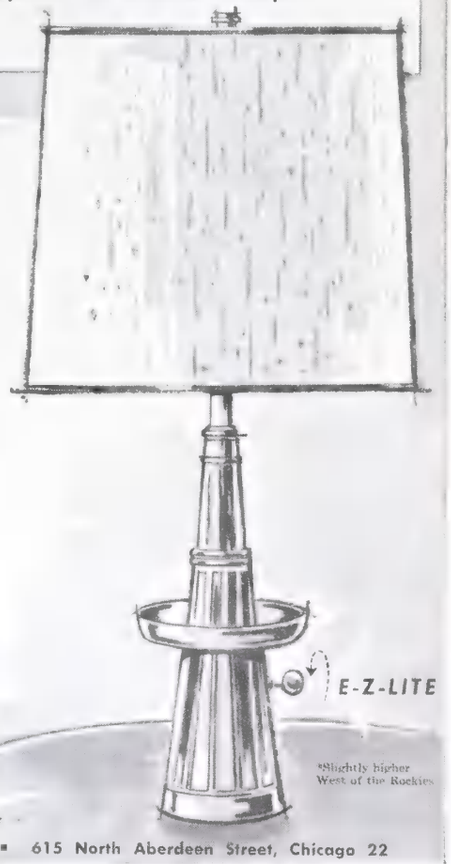
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New ways of HEATING WITH AIR

The principles of warm air heating—known and widely used by the Romans—are popular again, due to their comfort and economy

CONTINUED FROM PAGES 112 AND 116

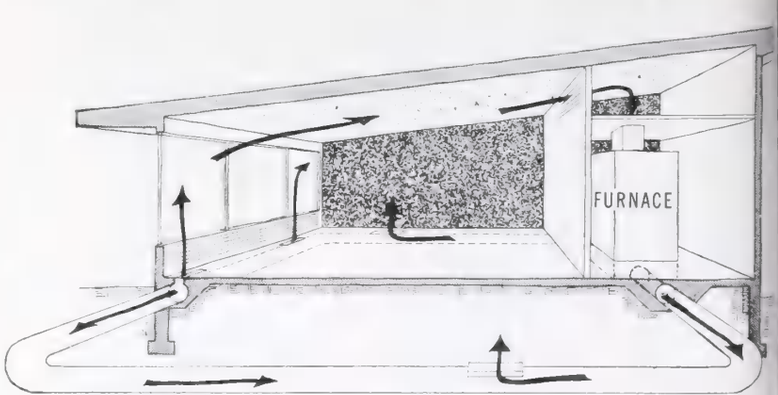
If someone told you that many of today's most modern heating systems are purposely designed to *lose* some of their heat, you would probably think him crazy. Yet it's a fact. The two houses shown here do just that.

Architect Zimmerman's own house (shown below and on pages 105 through 113) employs a so-called "perimeter" system. Here an air duct is looped around the outside edge of the floor slab. Warm air from the centrally located furnace is forced through this duct. And in the process, on its way to the floor registers, it *loses* some of this heat to the concrete slab in which it is embedded.

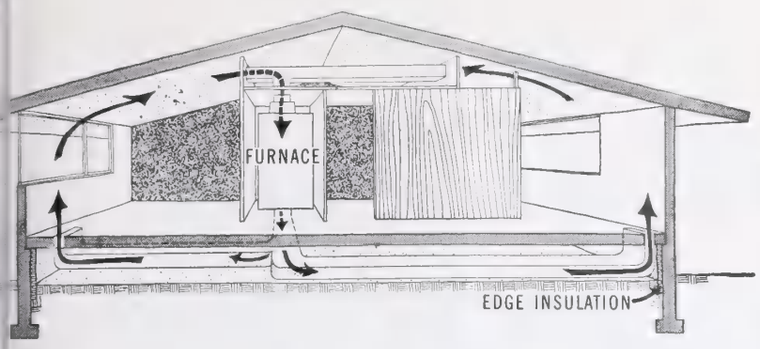
Architect Runnells's "stock" house (right and pages 116-119) uses the "plenum" system. Here there's an excavated "crawl" space under the entire floor. In it are metal warm-air ducts, radiating out from the furnace, which lose part of their heat to this space.

What's the sense of this, you ask, with the cost of fuel what it is today? The answer is simple: Such heat is not really "lost" at all. It goes to warm the floors themselves, converting them into mildly radiant surfaces. This is by no means enough to heat the entire house—that is done by the rest of the warm air which is discharged into the rooms. But it is enough to make a marked difference in comfort conditions inside the house.

So far, so good, you may say. But what's to prevent that lost heat from going *down* into the earth instead of up into the house? Well, here nature works for you. You do have to insulate the *edges* of both the floor slab and the plenum, as shown in the drawings. But earth itself is not only one of the best insulators on earth—it also has a very high heat-holding capacity. Elaborate tests have been run on these new heating systems to determine how much heat is lost down



Perimeter heating in the Zimmerman house uses a continuous duct around outside edge of floor slab. Warm air, discharged into this loop from bottom of gas-fired "Mor-Sun" furnace, loses some of its heat to slab, thus warming it. But main heating job is done when air, discharged from floor registers, forms warm blanket inside all outer walls. Air is returned into plenum chamber (upper right) which runs along entire length of house, then pulled into furnace for reheating. Note insulation along edge of floor slab.



Plenum heating in Runnells's "stock" house uses a sealed, insulated "crawl space" under entire house through which heating ducts branch out from centrally-located gas-fired Rheem furnace. These ducts lose some heat to air in this area, thus warming it and floor above. Main heating is done by discharging warm air directly into rooms around outside walls. However, warmed floors improve comfort in house a lot. Air returns to top of furnace for reheating and recirculation.

) the ground. It is so little that most sensitive instrument can't it up three feet away.

So these new systems in effect a warm blanket underneath r house.

There's another point about these warm air systems which might n trivial but is actually criti- y important to comfort. This is fact that warm air is introduced the house *all around the out- walls*. The furnaces of Grand- her's day produced plenty of t but they dumped it all into *center* of the house. This meant the house was always cold und the edges. To make the er edges of the house tolerable, inside had to be heated to out- eous levels. The new technique ntroducing warm air all around outside in effect wraps the le house in a blanket of warm Now the *whole* house is com- able; and the big temperature erentials from wall to wall and r to ceiling are all but elimi- ed. A big increase in comfort at increase in costs is the result.

Zimmerman, for example, re- ts that his system, aided by e solar heat and excellent in- tion, heated his house last win- for $62.84.

n the old days, when all houses basements, the furnace deliv- l its warm air from the top. But new systems described above designed for basementless, one- y houses. They, therefore, re- e furnaces which deliver their med air from the *bottom*. These alled "counter-flow" units—in sizes, for either gas or oil—are produced by the following nufacturers:

Armstrong Furnace Company, lumbus, Ohio.
Berger Furnace Mfg. Company, Pittsburgh, Penna.
Bryant Heater Co., Cleveland, O.
Campbell Heating Co., Des Moines.
Century Engineering Corporation, Cedar Rapids, Ia.
Chicago Steel Furnace Company, Chicago, Ill.
Conco Engineering Works, Mendota, Ill.
Delco Appliance Division, General Motors Corp., Rochester, N. Y.
Dual-X Furnace Mfg. Co., Inc., Chicago, Ill.
Firewel Co., Inc., Buffalo, N. Y.
J. P. Glasby Manufacturing Company, Inc., Belleville, N. J.
Harvey-Whipple, Inc., Springfield, Mass.
International Oil Burner Company, St. Louis, Mo.
Lennox Furnace Company, Marshalltown, Iowa.
The Majestic Co., Huntington, Ind.
The Meyer Furnace Co., Peoria, Ill.
Montag Stove & Furnace Works, Portland, Oregon.
Morrison Steel Products, Inc., Buffalo, N. Y.
L. J. Mueller Furnace Company, Milwaukee, Wis.
Northwest Foundry & Furnace Company, Portland, Ore.
C. A. Olsen Mfg. Co., Elyria, Ohio.
J. V. Patten Co., Sycamore, Ill.
Rheem Manufacturing Company, New York, N. Y.
Sandberg Manufacturing Company, Portland, Oregon.
Security Mfg. Co., Kansas City, Mo.
Stainless & Steel Products Co., St. Paul, Minn.
Surface Combustion Corp., Toledo.
Thatcher Furnace, Garwood, N. J.
Viking Mfg. Corp., Cleveland, Ohio.
Waterman-Waterbury Company, Minneapolis, Minn.
Williams Oil-O-Matic Division, Eureka-Williams Corporation, Bloomington, Illinois.





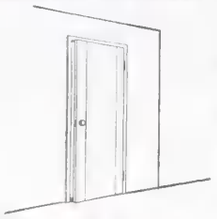
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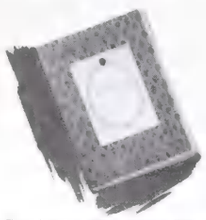
with a grateful bow to Cape Ann!



Arriving in America when the pilgrims were securely established on Cape Cod, the colonists who settled Cape Ann were worldly and well-to-do. They brought with them pieces of "court" furniture from Queen Anne's England. Furniture that later found its way into New York State's Cherry Valley, where it laid a queen's refining hand on the simple Cape Cod pieces already there.

Here, Leopold Stickley shows two pieces born of this wedding of Cape Cod and Cape Ann. Not copies, but living examples of an American style developed over the years . . . with here and there touches of custom originality: The glass in the bookcase, for example, is imported "antique." The central splat in the Windsor chair once carried out the decorative scheme of an English baronial hall.

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● *See Stickley pieces at leading stores in principal cities; name of nearest dealer furnished on request.*

BOOKCASE *(serves equally well for china) Height 65½ in.; Width 44½ in.; Depth 14 in.*

WINDSOR CHAIR *(solid cherry with hickory hearlwood bow and spindles) Height 43 in.; Width 26 in.; Depth 24½ in.*

Cherry Valley WORKSHOPS,

STICKLEY

OF FAYETTEVILLE, N. Y.

THE FINE ART OF SCULPTURE CAN MAKE A ROOM LIVABLE

CONTINUED FROM PAGE 127

The original works of sculpture selected by decorator William Pahlmann and Earnshaw, Inc. for the two rooms shown on pages 126-127 are now touring the country in an exhibition sponsored by the American Federation of Arts. This exhibit, which also includes photographic panels of the interiors, opened on February 24 at the Rosicrucian Egyptian Oriental Museum, San José, California, where it will remain on view through March 15. From May 6 through May 27 it will be shown at the Isaac Delgado Museum in New Orleans, Louisiana. Dates for its exhibition at museums in other parts of the country will be announced later.

Following is a complete list of the works of art and furnishings in both rooms:

The Connoisseur's Study

Designed by Earnshaw, Inc. Consulting architect, Myron Dassett.

Works of Art: Scenic mural by Jean Hanau and Allen Townsend Terrell. Sketch behind desk, "Kneeling Woman," by Dorothea Greenbaum. Drawings above sofa by sculptors George Cerny, Clara Fasano, Vincent Glinsky, Lily Landis, Gwen Lux, and William Zorach. **Sculpture:** Upper shelf of étagère, head by Lu Duble; lower shelf of étagère, "Take-Off" by Nina Winkel; at window, "Black Swan" by Mark Morrison; in corner, mother and children by Berta Margoulies, commissioned by the Shell Oil Company for the National Safety Council's annual Carol Lane Award to the woman who does the most to promote traffic safety.

Furnishings: English antique desk, Stair and Company Inc., New York, N. Y. Chinese étagère, Empire Exchange, New York, N. Y. All other furniture, Earnshaw, Inc., New York, N. Y. Moroccan-design rug hand-loomed by V'Soske, courtesy of Lord and Adams, New Y N. Y. All fabrics, Scalamai Silks, Inc., New York, N. "Calypso" woven fiber drape Edward Fields, Inc., New Y N. Y. Ceiling, Owens-Corning Fi glas Corporation, New York, N Crystal, Baccarat and Portha Inc., New York, N. Y. Fine books, Charles Scribner's S New York, N. Y. Leather up stery, Johnson Leather Co. New York, N. Y. Coroma screens, C. T. Loo, New York, N

An informal living room

Designed by William Pahlma

Works of Art: Painting over by Stamos. **Sculpture:** At left window-shelf, "Boy" by Vin Glinsky; at right on window sh "Decorative Bird" by Cleo H wig; window ledge at end of s "Girl and Wasp" by Hugo Rohl ledge below window, "Stallion" Rhys Capern; on mantel, "Prel to Spring" by Helen Wilson; right of fireplace, "Juggler Witl by Nat Werner; on coffee ta "Flute Player" by Bernard Ros thal.

Furnishings: Antique Spar stools, Pahlmann Previews, I New York, N. Y. All other furniti "Hastings Square" group, desig by William Pahlmann for Gra Rapids Bookcase and Chair Co pany. Silk shantung casement c tains and natural hand-woven Pe vian linen upholstery on sofa slat-back chair, F. Schumacher Co., New York, N. Y. Meta printed linen, "Rio Grande" rug, both designed by Willi Pahlmann, F. Schumacher & C New York, N. Y. Fabric on s pillows, Oriental Textiles and Ke Bragaline, Inc., New York, N. Wallpaper-roller lamps, The New Hayes Co., New York, N. Y. accessories, Pahlmann Previe Inc., New York, N. Y.



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Architect: Roche & Roche, New York

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THIS ONE-ROOM HOUSE HAS DESIGN CHARACTER

CONTINUED FROM PAGE 125

It would be nonsense to pretend that an average-size family could live comfortably in a one-room house. Even a single person will find it difficult, unless the house is unusually well-planned and equipped. Fortunately for its bachelor owner, this house is.

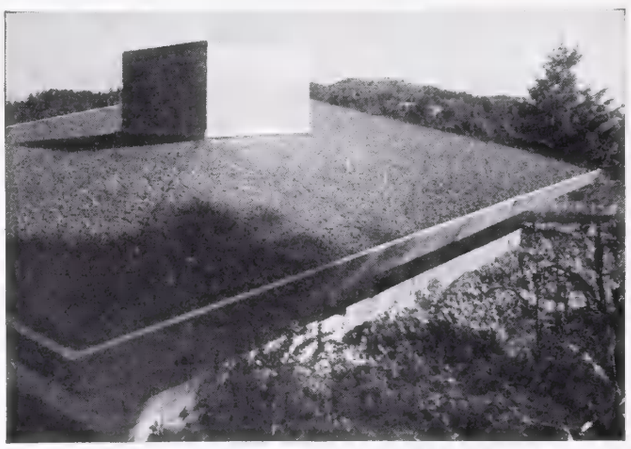
Moreover, in addition to looking tidy, it's easy to keep that way—equally important where there are no domestic servants. This is partly the architect's problem of providing a place for everything; and partly the owner's, of seeing that everything is kept in place. It is also a question of selecting those materials, colors, and finishes that require a minimum of care.

If you study this house, inside and out, you'll see that this principle has been followed. The house is largely constructed of glass, concrete block, and natural-finish wood—all durable, good-looking materials in their own right. The integrally-colored concrete floor, which is radiantly-heated by electric wires, is merely waxed. Table and counter tops are of redwood, to take a lot of punishment without losing their good looks.

Outdoors, the same principle has been applied. Here two economies are won at one time: initial costs and maintenance. There's the additional economy of no "housekeeping." The plant material is all hardy and there are no lawns. The owner can lock up and go off for a week end or a month with never a worry about getting somebody in to sprinkle the lawn, weed the borders, or clip the hedges.



Simple, easy-to-build steps lead down from parking court to main house terrace. They are made of concrete blocks, laid up in mortar as you would build a wall, their cavities filled with gravel. There's nothing needing maintenance here, yet it all looks tidy.



Back walls are three-fourths buried in the hillside. Assuming that you've licked the subsurface water problem, this is a fine way to get a warmer house in winter, a cooler one in summer, taking advantage of the relatively constant temperatures found below ground.

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 84

ntral Park on a spring morning to the old-time, elegant mall, to e Shakespeare Garden. When you ke that *de rigueur* ferry trip to aten Island, continue your jour- y to the town of Richmond to it the little museum and see the tored houses of early Dutch ttlers. Spend some prowling time Greenwich Village (through orton Street, for example) where u can still see some handsome eorgian doorways on the old brick uses. Visit Brooklyn Heights, for great view of Manhattan and to vor the tree-shaded streets and shionable mansions of nineteenth- ntury Brooklynites. Excursions ke these into the quainter side of e Big Town will not only relax u but make you feel you really ow what the city is all about. ie Official Visitor Information enter of the New York Convention id Visitors Bureau, 500 Park venue, will help you find your ay around town.

How to Feel Like a House Guest

Slick, brisk, impersonal efficiency just dandy for a few days in a city hotel, but when you're on vacation to relax it makes you feel like a little lost child. At the famous Homestead, in Hot Springs, Virginia, the make-yourself-at-home, old-friend-of-the-family approach has played no small part in bringing whole families of devoted guests back year after year. For its tradition of courtesy and personalized service—you have your own major-domo to wait on you, unpack your suitcase, valet your clothing, and similarly pamper you—harks back to the days of plantation-house hospitality. You're impressed with the fact that the whole place is yours, and it's quite a domain to make yourself at home in—17,000 acres of mountain country, warm springs, golf course, bridle paths, tennis courts, and every luxurious amenity for enjoying yourself according to your own temperament and tastes. (It's also the place where the waiters carry trays on their heads.)

With such a variety of goings-on and such reassuring good service, it's a fine choice of hotel for the family's spring vacation. Now through March 19, double-room rates, American plan, start at $30.

Good-Fairy Land

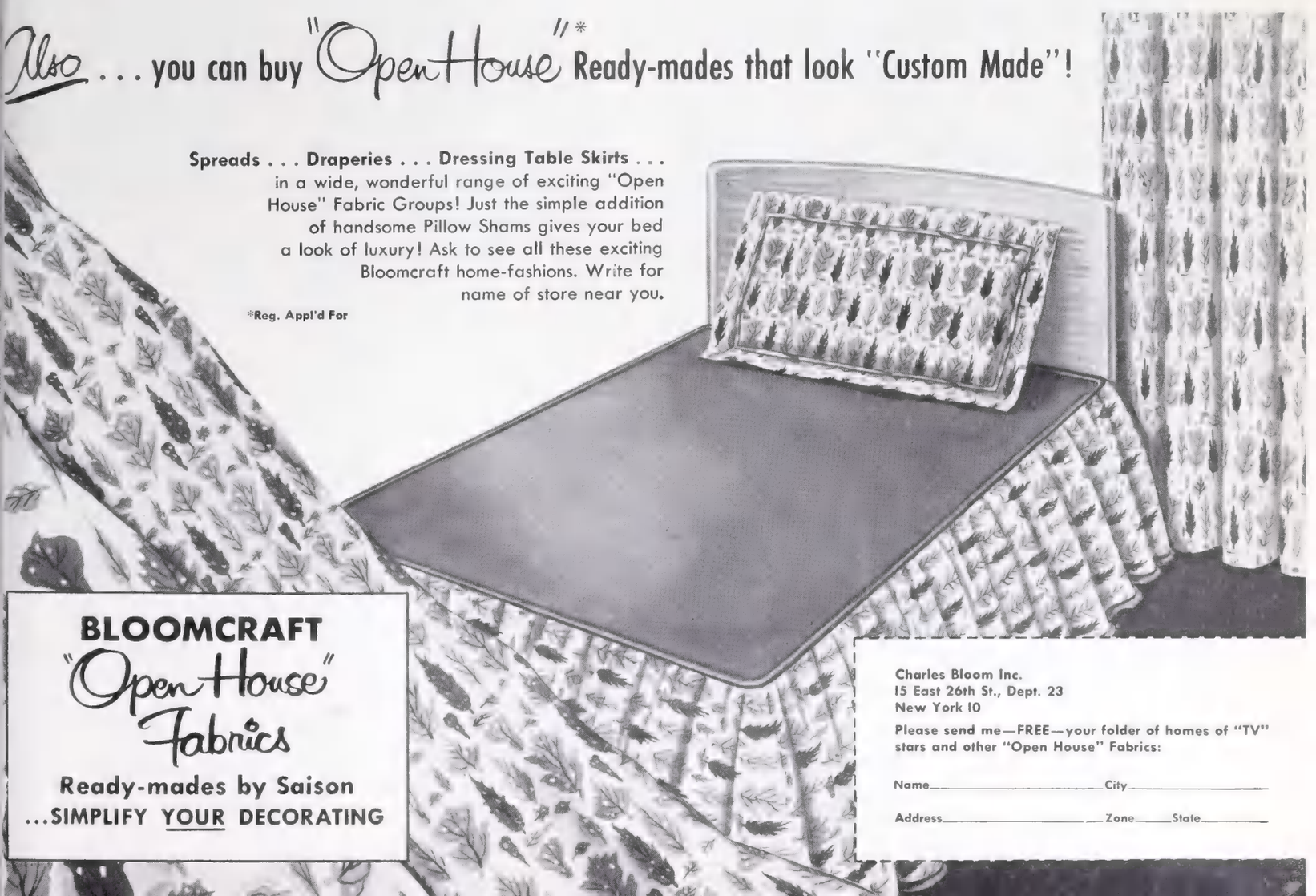
The frankly fairy-tale picture of Hans Christian Andersen showing in movie houses these days, though expensive, imaginative, and technicolor, gives you just a once-over of what awaits you in Denmark. For Denmark is not only the well-loved author's native land, but it abounds in the very stuff his fairy tales are made of—the moated medieval castle, the tiny village with cobblestone streets, the half-timbered house with perhaps a stork nesting on its roof, the town pump, the water wheel. And in each a lovely old church which has probably looked out, for something like 1,200 years, over an idyllic countryside, which even today seems made-to-order for the prince on his white charger and the whole romantic clan.

Your visit to Denmark will cover, of course, more modern aspects, like the workshops producing her elegant silver, porcelain, and wood furniture, her famous social welfare program. But if you'd also like to make a brief excursion into the land of make-believe, ask those sorcerers, your travel agent, or the Danish National Travel Office, 588 Fifth Avenue, New York 36, about the Fairy Tale Tours set up to grant this very wish.

Three-day tours by motor coach leave Copenhagen every Monday, Wednesday, and Friday, June 8 through September 7, go as far as Aarhus on the Island of Funen, whence you return by overnight steamer; cost $71. Or take the four-day tour as far as Frederikshavn on the northern tip of Jutland, from which excellent connections can be made for Oslo, Norway, or Gothenburg, Sweden. And in between you'll visit the heart of Denmark's Fairy Tale Land, such as the fortress town of Trelleborg, where the Vikings and King Canute the Great once held forth; Ebeltoft of the toy-sized town hall; thousand-year-old Roskelde; Ribe, founded in 948; and, of course, Odense, on Funen, where you can visit the house where Andersen supposedly was born, and watch his "ugly ducklings" ride the pond in his Fairy Garden behind old St. Knude's.

(*Please turn the page*)

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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

Scandinavian Spring

It arrives in April in the land of Sunlit Nights, filling it excitingly with flowers, birdsong, and a notable list of cultural events:

At Copenhagen, May 25-30, the Royal Danish Ballet Festival.

At Elsinore, in Denmark, mid-June, the Hamlet Festival in the courtyard of Kronberg Castle.

At Stockholm, Sweden, mid-June, the Royal Opera Company in authentic eighteenth-century opera at the Drottningholm Court Theatre; and, May through September, with formal observances around June 20, a city-wide celebration of the city's 700th birthday.

At Oslo, Norway, May 30-June 6, the International Society of Contemporary Music Festivals, presenting the best from 30 countries.

At Bergen, Norway, June 1-15, the Bergen Festival, for the first time international in scope, featuring Grieg, with such soloists as Flagstad, Menuhin, and Fischer.

Louisiana Purchase

This is the 150th anniversary year of one of the most fabulous real estate transactions in history. So the 1953 New Orleans Spring Fiesta, April 5 through 19, is an unusually propitious time to get acquainted with a city always well worth knowing. Typically the Fiesta offers a full program of tours through which you can get inside French Quarter, Uptown, Garden District and near-by plantation homes the usual tourist never sees, and into patios generally just glimpsed through iron grillework. In between are assorted art, literary and dramatic events, receptions, open houses, displays, and pageants. This year, Fiesta will open with a tableau based on the Louisiana Purchase and a special art show at the Delgado Art Museum depicting the life and times of a Louisiana Plantation. Go via the three-week "Delta Queen" Ohio and Mississippi Rivers cruise leaving Cincinnati April 4 Greene Line, Foot of Main Street, Cincinnati, Ohio. You have four and one-half days in New Orleans, during which you use the ship as hotel. For Fiesta information, The New Orleans Spring Fiesta Association, 546 St. Peter St., New Orleans 16.

New

Jasper Park Lodge, in Canada mountain-adorned park of th name, will be ready for you Ju 15—that is, of course, if you mak early reservations. The new buil ing will be one-third larger than t old lodge which burned last Ju and will be all concrete and ste beneath an exterior carefully rust to match the surrounding log bung lows. But those who loved the o lodge for its airy, greenhouse lool will be glad to know that the ne and larger lobby will, like the ol be skylight-lit and centered by similar double fireplace. Throug large picture windows the dinin room will again show you La Beauvert and the snow strip which identify Mount Edith Cavel In fact, the best thing about th new Jasper Park lodge will be it wonderful similarity to the ol even to the smiling college bo dexterously manipulating his b cycle along the curved path to yo cabin with one hand, holding yo breakfast tray aloft with the othe

More Malihini

With low-rate tourist air far now in effect trans-Pacific, Hawa will be dollars closer to the We Coast this spring—and to many budget-conscious *malihini*, wh might otherwise never have had chance to visit the islands at a Hawaii is springlike all the yea and its flowers always so abunda that even the conventional *lei* ma be made up of one hundred carna tions, or three hundred vand orchids, or even five thousand tin petals stripped and threaded t gether. But spring is the time whe even Hawaii's flowers are most pr lific and most brilliant. The sho starts in April, when the showe trees burst into rainbow bloom progresses through May wit plumeria, hibiscus, jacaranda, th African lily and poinciana paintin every view with great splashes pink, lavender, orange, red, flam A sort of climax occurs May Hawaii's annual Lei Day. The everyone wears a flowery garlan and competitions bring out a grea showing of super-*leis*, the fancies most lavish of the year. On th new tourist rates, as announced b Pan American World Airways, a this is yours at $125 plus tax on way, $225 round trip, $43 and $7 less than first-class fare. The di ference: your Strato-Clipper a commodates 81 passengers, ha

wer cabin attendants, no liquor rvice, and casserole meals only, r which there is a charge.

Peek Through Iron

If you're in Berlin, don't miss e guided tours our Army has ganized to give you a peek be- nd the Little Iron Curtain. Re- uirements: proof of U. S. citizen- ip, 25¢ in occupation script, and reasonable respect for instruc- ns against whistling and shout- g as you go, undue conversation ith those you see on the other side, nd the photographing of Soviet ilitary installations. Your tour is Army bus and actually covers e British and American Sectors well as the Soviet. But what sitors seem to remember is the viet side—not the carefully inted-out war memorials, but the uitless fruit stores, the haphazard construction, and, at almost every rner, the female People's Police- en!

Look to Your Luggage

And if, having looked, you decide is is your year to buy new, re- ember that in luggage as in ople handsome is as handsome es.

hat dial lock, for instance, is a at and intriguing gadget, but not r people who have to put on their asses to read.

hose fancy fittings are fit only hen they actually make up in con- nience for what they add in eight and subtract in space.

hat expensive look—is it really rth the energy, the slip coverings, d expense sometimes necessary preserve it?

Beaufort

While you are still under the ringtime spell of Charleston's agnificent old gardens, go on wn to less-often-visited Beaufort unty, between Charleston and vannah. To many it's the most chanting experience in the entire uth Carolina low country. To ach it you must leave the Ocean ighway and turn toward the sea. r Beaufort County leans seaward, cut everywhere by its inlets, d has thus invited a long and ried history. The Spanish landed re and a first settlement attempt as made long before the Pilgrims en thought of Plymouth. And in e heyday of indigo, rice, and sea- land cotton some of the South's ost fabulous plantation homes re built here. There are romantic relics everywhere—ruins of old fortifications, moss-hung walls of old churches, and, on cemetery headstones, names that ring bells with you even if you've forgotten your history. In Beaufort County the Gullah negro still uses his strange dialect. And everywhere, glimpsed down splendid live oak *allées*, are the proud old mansions, some of which you can visit. Modern Beaufort County offers fine ocean beaches, excellent sailing, good though too-little-known hunting and fishing, and, in the little city of Beaufort, comfortable accommodations. Both the old and the new are particularly appealing in the spring, when the low country is misted over with blossoms.

Better Bonefish

Bermudians can understand why people come to Bermuda on their honeymoon, or to swim at the beautiful pink beaches. But they can't understand why more do not come just to go fishing. It may be because the uninitiated think Bermuda fishing is strictly deep-sea stuff, involving expensive charter boats and fancy tackle. Actually, the superb deep-sea fishing hereabouts is well worth the $50 to $60 a day it may cost you to rent a cruiser. But you can also get in on the fun equipped merely with a bicycle, a rod, green worms, and a map of the island. Of the several fish you can catch merely by casting right from the coral shore, the bonefish is the gamest. And to make things easier, bonefish is being taken today on artificial lure. In case you wish to bring your own tackle, the first to take them this way used a Phillips spinning rod, a Phillips spin-devil lure, and a Mason six-pound test monofilament line. Best time of day, a rising tide and a bright sun. Best time of year, March to November. And who knows but what your catch may rate a prize in Bermuda's Annual Game Fishing Tournament, April 1 to October 31. Information and entry blanks from The Bermuda Anglers' Club or The Bermuda Trade Development Board, Hamilton.

Handy

A new package tour of the Dominican Republic, covering the historic sights of the capital, the fertile countryside, and both seaside and mountain resorts. All details prearranged; one week, about $150.

The first drive-in airline ticket office, recently opened by United Airlines on El Camino Real about thirty miles south of San Francisco.

(*Please turn to page* 158)





Panels slide with touch of a finger so the tub may be entered from the right or left.



Both panels closed with shower in use—keeps warmth and water inside, drafts and chills outside.



Rigid panels may be moved to either side for complete access to every part of the tub.

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2036-5
Windsor Arm Chair

2095-5
Governor Bradford

These Nichols & Stone Chairs Have Won The Cheers of Millions

In front of the fire — or most any place you put them — what could be more truly American than this charming Colonial Windsor Arm Chair and a comfortable Governor Bradford Chair . . . and doubly so, when they are Nichols & Stone authentic reproductions of Colonial masterpieces.

X40-1D
Thumb Back

These priceless chairs have all the grace and enduring beauty of their early originals. Yet they adapt so naturally to modern life and modern homes. Their high-backed, deep-seated comfort fits with any furnishings and their continued popularity over generations assures you they will never become out-dated. Picture this charming combination in your own living room. Then, go to your dealer's and see how reasonably they're priced. You can choose from an attractive variety of finishes.

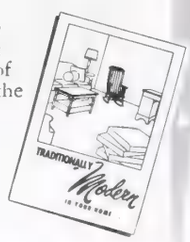


2099-1D
Hitchcock



X61-1D
Paul Revere

Chairs that will lend charm to any room of the house—Nichols & Stone Hitchcock and the famous Thumb Back Chair.
These chairs are only a few of the many masterpieces that Nichols & Stone offers. Send for your copy of color illustrated manual showing the proper placement of chairs in the home — 25c. Write Dept. HB-3.



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Windsor Since 1857

NICHOLS & STONE CO.
"The Home of Windsor Chairs"
GARDNER, MASS.
Established 1857

A LITTLE GEM FOR $20,000

CONTINUED FROM PAGE 111

Wherever the Zimmerman budget was pared down the results were always obtained by resourcefulness, never by compromising with structural quality. Below is a list of the materials and equipment specified by the architect-owner.

Construction Materials

Windows: Alwintite horizontal sliding sash. General Bronze Corp., Garden City, Long Island, N. Y.

Glass: "Twindow." Pittsburgh Plate Glass Company, Pittsburgh, Pennsylvania.

Stains: Samuel Cabot, Inc., Bost Massachusetts.

Paints: Pratt and Lambert, I Buffalo, New York.

Finish flooring: Cork in bedroo and living-dining room. Armstr Cork Company, Lancaster, Pe Asphalt tile in kitchen and utili playroom. Kentile, Inc., Brookl N. Y.

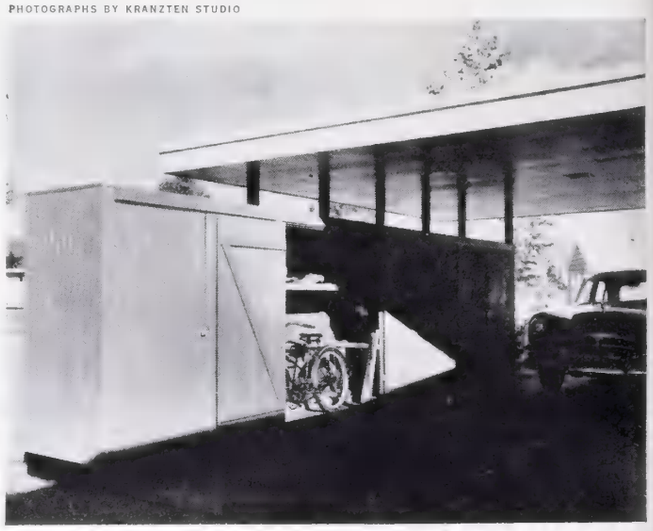
Built-up roofing: The Philip Ca Manufacturing Company, Cin nati, Ohio.

(*Please turn to page* 156)



Youngsters have their own play field, covered with tanbark, on north side of lot, beyond the carport and safely secluded from the outdoor living terrace (judiciously far from broad areas of glass!).

PHOTOGRAPHS BY KRANZTEN STUDIO



Carport wall is a glorified tool shed, resourcefully designed to look as handsome as the house itself while it supports the carport roof and stores all manner of garden equipment and sports gear.



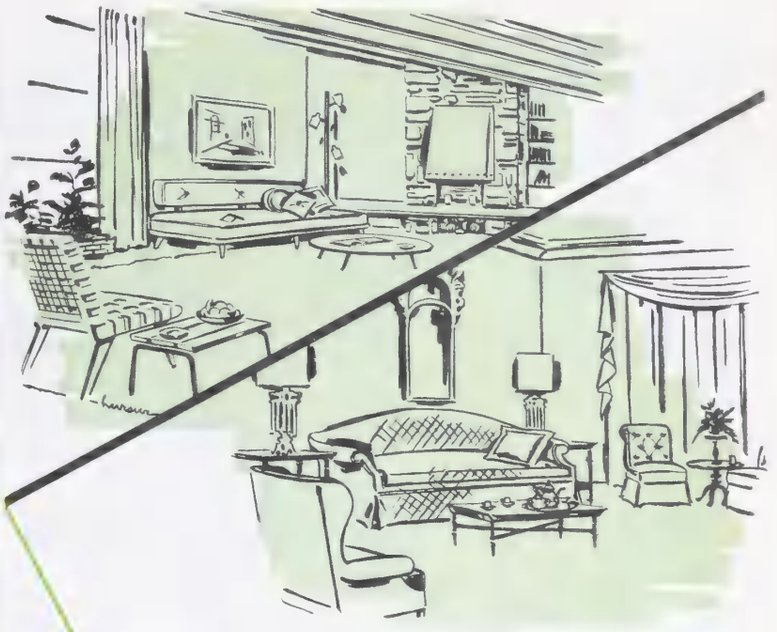


Like all bedrooms in the house, boys' room is small, tailored but extremely comfortable and easy to keep tidy because so much furniture, including desks and beds, is built-in. Slanted drawer fronts of wall chests create a louvered pattern, painted in vari-colored strips, in key with fabrics.

PHOTOGRAPHS BY KRANZTEN STUDIO



In master bedroom a 7'9" wall is one solid length of wardrobe with sliding doors. Cupboard heights vary to hold dresses or men's suits. Full-length wall mirror is built-in.



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The newest trend in modern furniture is the introduction of the sculptured look—and the elimination of sharp angles and corners. This room, decorated by Marion Quinlan, features the newest in modern furniture.

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A LITTLE GEM FOR $20,000

CONTINUED FROM PAGE 154

Interior walls: One-half inch Sheetrock, U. S. Gypsum Co., Chicago.

Thermal insulation: Roof deck, "Insulrok," Smith and Kanzler Co., Linden, N. J. Slab edge, Owens-Corning Fiberglas Co., Toledo, Ohio. Wall, semi-thick fiberglas, Owens-Corning Fiberglas Co., Toledo, Ohio.

Water heater: "Permaglas," A. O. Smith Corp., Milwaukee, Wis.

Furnace: "Mor-Sun" gas counterflo type, Morrison Steel Products Inc., Buffalo, New York.

Plumbing fixtures: Briggs Manufacturing Co., Detroit, Michig

Acoustical ceiling in utility-pl room: Celotex Corp., Chicago.

Weatherstrip: Chamberlin Co pany of America, Detroit, Mich.

Fence: Rusticraft Fence Compa Malvern, Pennsylvania.

Kitchen and laundry equipmer Westinghouse Laundromat a Clothes Dryer, Westinghouse El tric Corp., Pittsburgh, Penn. Cou ter and table tops, The Formi Co., Cincinnati, Ohio. Garbage d poser, National Rubber Machine Co., Akron, Ohio.

OWNING IS NOT POSSESSING

CONTINUED FROM PAGE 104

taken possession of what we do own.

Actually to do that implies a great deal more than simply having the knowledge that it is said to be ours. We have to get into some kind of relation with it. We must love it—not in quite the same way that we love a wife, a husband, a child, or even a pet—but in a way that is not entirely different either. A home which is not loved, for which we ourselves do not do something, is not a home at all. And the same thing is true to some extent of every so-called possession. We cannot really own any part of it unless at the same time we give it some part of ourselves.

But how do we learn to do that? How can we get into the habit of possessing the things we own? What does "learning to love" really mean?

It means first of all that we must get into some sort of *active* relation with the thing to be loved. Mere ownership can be and often is entirely passive. We take one short step in the right direction if we merely actually use the thing we own, if we merely occupy the house or drive the car which we have bought. But, of course, that is only a very short step indeed. The next is to assume some sort of responsibility for it, and that means doing something *for* it as well as doing something *with* it.

EVEN in the case of a mere mechanical convenience it means not taking it for granted, but understanding something about how and why it works. In the case of a house—which is a mere material thing as long as it is nothing b a house, yet becomes a spiritu thing when it has been made in a home—it means more. It mea some personal concern with t way it is built, furnished, and ru It means doing something for oneself and, in the case of thing one cannot do oneself, it mea an active concern in what is bein done for one. Decidedly it do not mean simply saying to an arch tect, a decorator, a housekeepe or a maintenance staff: "Do wha you think best; I leave it in you hands." One would hardly expec to be able to love a wife, a husban a child whom one treated in tha way. And in that way one canno learn to love anything else either

ONE of the good things about hav ing less is just that it encour ages, sometimes even forces us, int that active relation with thing owned which is the beginning o love. We are compelled to do mor things for ourselves and, therefore we find ourselves truly possessing or truly loving the things we have made, planned, or operated. They have become truly ours because we have become vividly aware that they exist, because we actually use them, and because we have assumed some sort of responsibility for them —in a word because we have per mitted ourselves to belong to them as well as demanded that they should belong to us.

What is true of a house is true of every other useful materia thing. It is doubly true of what we actually make for ourselve whether the thing is made with hammer and saw, with needle, o

ith paint brush. It is true also food that has been prepared, ooked, or even merely supervised oneself. The essential thing is break the habit of taking for anted—and no one was ever unware of what he himself had eated.

Next to "doing," the greatest aid loving and possessing is "knowg." Good wine, for example, is ot usually a household product. ut one gets a great deal more out a good wine if one knows someing about it. And the principle infinitely extensible. You cannot e really interested in nature, muc, or in the plastic arts unless ou know something about them. Vithout such knowledge you may wn pictures, buy the finest phonoraph, and even endow orchestras, ut you will not possess much of ie beauty of any art. Knowing is eally a form of activity and with-it it there is no participation. Vith it one may do the next best ning to creating. One may, to that xtent, participate in the creative rocess and follow Mozart or Leoardo, at least at a distance.

MOST of us realize by now that we must buy less than we used to uy and that means that we need nore than ever to practice genuine economy. But genuine economy does not necessarily mean doing without what we need or even without what we genuinely want. It does not necessarily mean restricting ourselves to common necessities unless one includes under that head the necessities of the soul. It does imply buying only what we can really possess, which is the same as saying what we can really enjoy as well as really use. Sometimes it means also learning how to take possession of what we already own. If we cannot build a new house, perhaps we can, for the first time, learn how to live *with* not merely *in* the one we already own.

NO DOUBT individuals differ as to the number of things they really need or can really possess. What is luxury for one may be austerity for another. There is no virtue in doing without what we may legitimately have just for the sake of doing without. But we can learn to know ourselves better, learn to recognize those things which we as individuals are capable of loving. And there are many of us who will discover that when we have felt dissatisfied with our lot it was lack of possession rather than lack of mere belongings which was the cause of dissatisfaction.

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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 153

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Bicycles for rent at Swiss Federal Railways stations throughout Switzerland—a nice way to spend time between trains, or even, since your bike can be returned at any station of the line, for making bits of your trip on your own. Rates are low, about 60¢ for an hour, $1 for twenty-four, less if you return your bicycle to its home station.

New route markers into, in, and through Washington, D.C. A new reflective material, red for south, blue for north, green for east, and yellow for west, gives back light only to its source—your own headlights—thus simplifying night driving in a city of many lights and distractions.

Dark green arm bands to identify policemen in West Germany and West Berlin who speak foreign languages. Yellow letters inform you which language the wearer has on the tip of his tongue.

Lower fares for women on the Central African Airways coach service between Salisbury, in Africa's southern Rhodesia, and London. Why? Because of the "weaker sex's lower earning capacity and lower weight!"

The first airport nursery, now ready at New York's LaGuardia. It's well equipped for the care of infant travelers, and what it does not furnish, it offers for sale.

Simplified entry procedures: in Haiti, where the International Civil Aviation Organization has reduced the questions on its tourist card from twenty to six; in Japan, which has lifted visa fees for all U. S. tourists.

Better buys in airline trip insurance, now available up to $50,000 instead of $25,000, at $5,000 for each quarter you drop in the insurance machine. In addition, the new policies offer more liberal time limits than are allowed for surface travel, and an international policy, formerly limited to one-way coverage, now provides round-trip insurance at no increase in price.

See All

You really can see where you are these days, thanks to the increasing prevalence of car-rental servic everywhere. On the British W Indian islands of Trinidad, Jam ca, Barbados, and Tobago, for stance, you can now rent Briti sports roadsters and small seda hence easy on 45-cent-a-gallon g oline—at rates which begin at $ a week on tiny Tobago, at $30 the others. AAA offices anywhe will get you the necessary Int national Driver's License, c $7.50. But Pan American Airway which will arrange to have yo rented car meet you at the airpo suggests an early reservation. F this has already become a popul way to do the very sort of intima sight-seeing this area demands.

Trinidad, especially, has ma features best seen by car, but i hotels are concentrated about Po of Spain, so you must figure returning there each night. Y go to Cocos Bay on the East Coa to await low tide and then to right along the beach, always c orful with islanders carrying b nanas or driving ox carts loade with coconut.

Little Tobago, where you ca rent your Austen at the Bluehav Hotel, boasts, in its coastal roa one of the most scenic drives i the Caribbean. For twenty-fi miles it curves, climbs, and swoo around hairpin turns, with the blu Atlantic on one side, forest grove coconut and banana plantations o the other. At the northern tip the island is handsome Speysid Bay, whose Bird of Paradise I land and sanctuary is the onl place in the Western Hemisphe where you can see these beautie in their natural state.

Barbados, which is hilly but n mountainous, has dozens of whit crushed coral roads that lea through picturesque villages an along the coast to magnificen beaches, none of them more tha 15 miles out of Bridgetown. Out standing: the trip to Bathsheba, tiny fishing village at the foot o the high bluffs along the northeas coast.

The lush and gorgeous jumbl of scenery which is Jamaica i thoroughly crisscrossed by roads notable among them the 118-mil jaunt between Kingston and Mon tego Bay, a trip you can make i only a few hours, or stretch t three days, depending on your curi osity and time. To make the mos of the latter, plan to leave your ca at one end or another, make th return trip by air.



At home in your living room. Deep-seated, pleasingly rounded chairs—a sofa that's both elegant and comfortable. The cocktail table, end table and step table are in genuine mahogany with tooled leather tops.

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LUXURIOUS, FINELY-CRAFTED HOUSES ARE STILL BEING BUILT

CONTINUED FROM PAGE 103

PHOTOGRAPHS BY MAYNARD PARKER



This is the screened and louvered sleeping porch adjoining Mr. May's bedroom. The vertical louvers serve the double purpose of keeping out driving rain and making the porch relatively dark, even though it is open for the passage of air.

The May house was not "conceived" as a machine for living. It evolved naturally and wholemely from the site and its contion, the requirements of the wners, and the personal viewpoint the architects. It started from no ilosophy, doctrine, or formula. It ould be very convenient to have absolute dictum as an autoatic solution to an architectural oblem. But it would seem that the ilosophy comes after the fact or e building and not before, and a rmula or doctrine forced on a ient can only be a strait jacket. e cannot believe that there is ch a thing as *a* house. It has to *the* house—the specific solution r the site and climate, owner quirements, and the element lled the Art of Architecture.

Architecture is a difficult lady get along with as she has three des which are not particularly mpatible—that is, the plan, which ows directly from the client's equirements and the nature of e site and the climatic condions; the structure, which in turn velops because of the plan; and en finally, the element of appearnce, or let us say, the element delight. Each of these makes s own demands and its own logic. But logic is like sausages, it deends a great deal on the makers.

Invariably there comes a point hen a satisfactory solution makes necessary to cast aside logic to a certain degree for the irrational—irrational because the solution of some of the parts may set up conflict with other of the parts. Lazy designers throw up their hands and say you can't have everything—so better to have beauty. But the creators of this house were not lazy designers. They coped with all three of the basic requirements.

Due south orientation for the main rooms was desirable both for maximum sunlight and also to achieve the most house for the landscape. This orientation permitted the maximum glass area from floor to ceiling on the east, south, and west so that there is a minimum line of demarcation between the interior and the exterior. The object was to achieve the ultimate in spaciousness and feeling of space interrelation.

The north part of the plan is, however, carefully closed up so that there is not only a feeling of privacy but also the element of surprise in the transition from walls to open space and glass. The sizes of the rooms and areas are in no way controlled by the structure and are arbitrarily based on their function and furniture layout.

As is usual in the work of the Mays' architects, the furniture scheme was made before the final plan was determined.

(*Text continued on the next page. More photographs on page* 163.)



The textured beauty of Fincastle Fabrics for draperies and upholstery make the Lookin' and Livin' mighty easy indeed! Multiple patterns and colors to choose from—reasonably priced. See them at your favorite department store or fabric shop.

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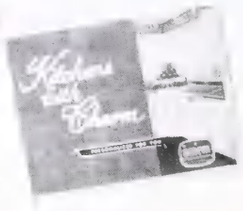
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LUXURIOUS, FINELY-CRAFTED HOUSES ARE STILL BEING BUILT

CONTINUED FROM PRECEDING PAGE

The first consideration was the site, which is five acres with practically no change of levels, no distant views in any direction, and which is bounded by existing walls along streets to the south and to the west. A swimming pool and casino existing on the property were to be incorporated in the general scheme and it seemed desirable to use the pool as an anchor point and to make it an integral part of the house.

Some 70 years ago the entire property had been planted with a very wide range of native and exotic trees which range from pines up to 40″ in diameter, and Sequoia, to more tropical varieties such as palms, monkey puzzle trees. All of the planting was in superb condition and the trees which could not be transplanted again had a certain bearing on the location and plan of the house.

The requirements of the owners were rather simple. Fundamentally the entire first-floor scheme is based on entertaining large groups of people on a lavish scale. This immediately dictated a completely open scheme with as little demarcation between the indoors and the outdoors as possible, there being an intimate co-relation of the house, pool, cabana, terraces.

THE living area of the first floor comprises loosely a hall, living area, a somewhat secluded bar, and a dining room. There was to be no porch, as the entire garden was to be considered an extension of the interior. Off the hall there were to be a powder room and a men's room. A very ample service wing was indicated.

The requirements of the second floor were three separate suites, each having a bedroom, porch, dressing room, and bath. Mr. May's porch was also to be used for sleeping.

Two servants' rooms were required in the main house, the balance to be placed above a four-car garage in a separate building. A separate cabana and dressing rooms were required for the existing pool. These naturally were located at the west of the pool to avoid the glare of the afternoon sun on the water.

The actual structure of the building is of steel columns and beams, stone and concrete walls and stucco, the use of these various materials dictated by the building code and relative economy.

All the exposed materials we very carefully selected for col and texture. As the final schen evolved it seemed desirable to er phasize the stratified effect of th building by using a rough texture stone for the first floor and smoo stucco for the second. While pitched roof was considered f shade, the extreme irregularity the second floor made it impra tical. Besides, it was felt that th play of light and shade caused b the trees and the overhangs wou provide the necessary shadow pla

WHILE a future cooling syste is provided for, there is at th present only a warm air syster

The south living gardens fall in three main areas, south, southwe and southeast of the house prope Extensions of the terrace pavin across and between these garde were developed in order to lin them with the central terrace These connect with a macada walk system which provides con plete and easy circulation throug the gardens.

Two long seat walls were made part of these terraces in the centr garden in order to establish a architectural connection with i Although all three gardens a essentially grass and tree area each one is developed with an i dividual character which takes a vantage of the existing materia The main central garden incorp rates a group of very fine ceda trees and is enclosed on the sout street side with an arrangement long, low mounds of earth plante with bands of screen planting varying colors and textures. Th intent of this pattern is to produc a maximum sense of depth an spaciousness looking out from th house and terrace.

The lower southeast garden i corporates a rock arrangement a rough stone box planted wit azaleas and rich foliage aroun a light wooden screen which func tions to increase the apparent dept of the garden viewed from th terrace; and a long iron trelli planted with Easter Lily vine also increases the sense of depth

The walk around the southeas lawn is formed so as to give it very special pattern.

The southwest garden includes group of very fine palm specimen and is intended to show them of

(*Please turn to page* 164)



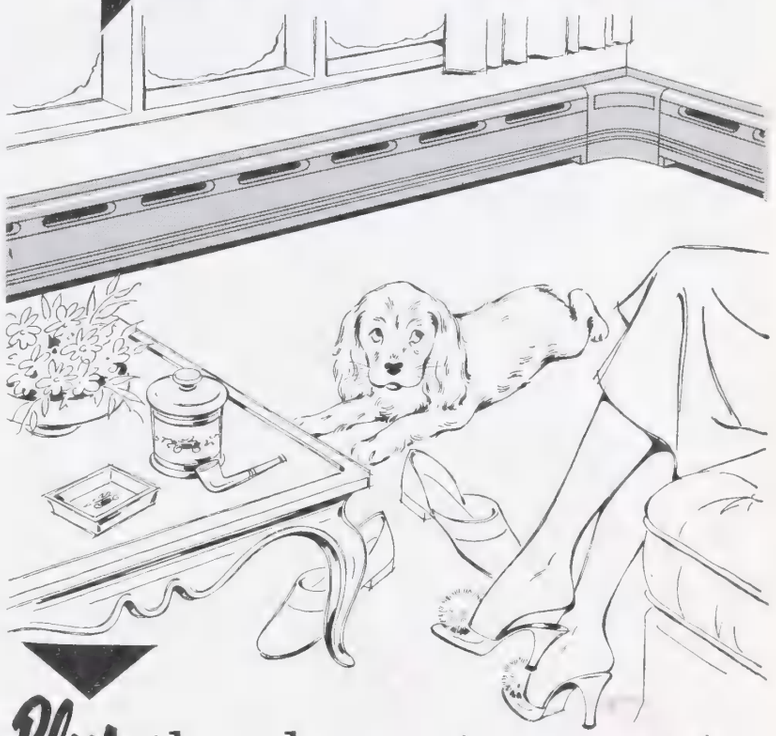
The swimming pool is more intimately tied in with the design of the house than is usually the case. Note the interesting visual effect of the pool mirroring the architecture of the house. At night it reflects the dancing patterns of light set on inside ceilings.



Mrs. May achieved a perpetual blaze of color around her terraces by hanging pots of blooming plants from the trunks of the adjacent trees. Potted flowers shown above are cascade chrysanthemums. You will find other interesting terrace-bloom ideas on page 136.

(*Please turn the page*)

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CONSULATE *bedroom*



This night stand from our Consulate group of Directoire-Empire bedroom furniture is made of imported Swiss pearwood veneers with inlays and columns of ebony black. The pediments and capitals are in metal leaf.

CORONATION *dresser*

Finished in antique grey white, this 12-drawer triple dresser from our Unite group of French Provincial bedroom furniture is 78" wide, 35" high and 22" deep. Created not only for the master bedroom, but for apartments with rooms that have one long wall and little additional space.



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PROVENCE

Dresser & Mirror

Pictured is the dresser and mirror #1302 from our Provence group of French Provincial bedroom furniture. The finish is of antique white with hand painted French floral decorations. Also available in antique walnut finish on birchwood. At leading furniture and department stores.



BURNS CASE GOODS Corp. Subsidiary of UNION-NATIONAL, INC. Jamestown, N. Y.

LUXURIOUS, FINELY-CRAFTED HOUSES ARE STILL BEING BUILT

CONTINUED FROM PAGE 162

A large circle of walk and Dracaena palms is laid out around these, bordered with 250 feet of continuous perennial planting.

Large areas and borders of flowering material are incorporated throughout this basic pattern as Mrs. May was most interested in a great deal of color in the garden. In fact, the basic problem throughout the design, since the Mays had been living in an old house completely enclosed in heavy foliage, was to open up the garden in order to give them a feeling of light and sun and plenty of opportunity to grow flowers, while at the same time preserve as much as possible the fine old trees on the property.

Structural materials and functional equipment are of course comparable in caliber to the high-level design and craftsmanship throughout the house. Construction materials used were:

Foundation: Reinforced concrete with continuous walls on spread footings. Belled caissons at supporting columns. Concrete, Pacific Portland Cement Co., San Francisco, Calif.

Structure: Wood frame and reinforced concrete, with structural steel.

Interior walls: USG plaster on Gypsum lath, U. S. Gypsum Co., Chicago, Ill. Rift-sawn oak in living room, dining room, hall, and solarium. Birch in all other rooms.

Roofing: Pioneer 5-ply felt, coal tar, and gravel roofing, Flintkote Co., New York. Zonolite insulation, Zonolite Co., Chicago, Ill.

Metal work: Aluminum roof eave and edge, Aluminum Company of America, Pittsburgh, Pa.

Windows: Aluminum sliding windows and sliding doors at all exterior openings except main and service doors. Glide Windows, Inc., Burbank, Calif.

Glass: "Pennvernon" plate glass in all sash and sliding doors; mirrored walls and doors. Pittsburgh Plate Glass Co., Pittsburgh, Pa.

Screens: Aluminum frames with custom-ordered bronze mesh at all movable windows and doors, Glide Windows, Inc., Burbank, Calif.

Door hardware: Bronze locks, P. & F. Corbin Div., American Hardware Corporation, New Britain, Conn. Bronze hinges, The Stanley Works, New Britain, Conn.

Paint: "Cementhide" on exterior cement surfaces and paint on interior plaster, Pittsburgh Plate Glass Company, Pittsburgh, Pa.

Weatherstrip: At exterior wood doors, Chamberlin Company of America, Detroit, Michigan.

Finish flooring: Asphalt tile in servants' quarters and rubber tile in kitchen, Armstrong Cork Co., Lancaster, Pa. Oak strip flooring in living room hall, solarium, dining room, and powder room.

All plumbing fixtures: Crane Company, Chicago, Illinois.

Heating: Eight forced-air, gas-fired furnaces, Utility Appliance Co., Los Angeles, Calif. Electrical wall heaters used in servants' quarters in baths and dressing rooms, Thermador Electrical Mfg. Co., Los Angeles, Calif.

Controls: Zone heating controls, Minneapolis-Honeywell Regulator Co., Minneapolis, Minn.

Insulation: ¼" corrugated Alfol insulation at all exposed hot air ducts, Alfol Division, Reflectol Corp., New York, N. Y.

Sound insulation: Sisalkraft reinforced building paper under all wood floors, The Sisalkraft Co., Chicago, Ill. Acoustic plaster in ceiling of dining room.

Lighting: Fluorescent and incandescent fixtures, Century Lighting Inc., New York, N. Y.

Kitchen equipment: Metal cabinets, Geneva Modern Kitchens, Inc., Geneva, Ill. Formica counters in kitchen and laundry, The Formica Co., Cincinnati, Ohio. Dishwasher, Hotpoint, Inc., Chicago, Ill. Waste King garbage disposer, Given Mfg. Co., Los Angeles, Calif. Gas range, Magic Chef, Inc., St. Louis, Mo. Home freezer, Carrier Corp., Syracuse, N. Y. Stainless-steel refrigerator, Koch Butcher's Supply Co., North Kansas City, Mo. Stainless-steel food warmers, Prometheus Electric Corp., N. Y. C. Food slicer, Hobart Mfg. Co., Troy, Ohio.



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If you are imaginative about arithmetic, you'll agree we found a bargain in the fateful package that contained a whole new room

By Randol Ward Barrett

orah fumbled her way in the door loaded down with an awk- rd bundle that looked suspicious- like wallpaper. I tried to look the bright side. At least she dn't come home with a dopey w hat expecting me to gush er it.

My relief was short-lived, how- r. It suddenly dawned on me ut our budget, and I use the word sely, would permit no such lav- thing as redecorating.

Norah evidently anticipated my e of thought. She usually does a matter of fact. She dropped wn on the footstool, the picture pleased exhaustion.

"Darling, you'll never guess what ave here," she stated.

I ventured a guess anyway. "A ndle of wallpaper?"

"Oh, Rand," she scoffed, "you're unromantic. Where's your imag- tion?"

I pretended to look around for but my usually receptive audi- e didn't crack a smile.

"This," she said with an elabo- e flourish of her hand to prove "is a whole new room. It will bring out my personality. I feel so—well, so stunted or something in this atmosphere of—whatever it is. Anyway, it gets me down. And this new room will revive me completely. Guess what it costs."

My mind is fairly good at speedy calculation. Striving for the conservative, I offered, "Five dollars?"

"No, silly, it was on sale. I got it for $1.79. The whole lot. But I was thinking—"

Whenever Norah thinks, my wallet shrinks, so with a little inward shudder I waited and prayed that it wouldn't take all my next pay check for whatever she wanted.

"I was thinking," she continued, "the modern trend is to paper one wall and paint the rest. Since that narrow plate-shelf encircles the dining room, I could paint the lower section and paper the upper part. That would leave enough paper to do the main wall of the living room. And all for $1.79. What do you think?"

She didn't really want to know what I was thinking, but I told her anyway. "I think you have a screw

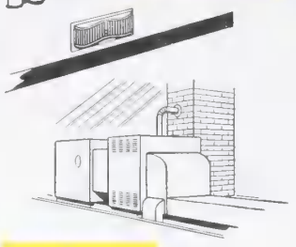
(*Please turn to page* 197)

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PANTRY SHELF NEWS

By Julie Polshek

Must be slipping! I let two years of editorial association with Old Mill Farm elapse without investigating their ham, though aware it existed. I now hasten to submit the superb Pennsylvania Dutch product for your Easter consideration.

This farm uses a virtually bone-free cut of ham that's easy to carve and minimizes waste. They trim the outside fat to a thin layer. Though this benefits the consumer, it's really done to permit greater penetration of vinegars and spices applied during curing. A striking feature of this ham is that, despite very thorough smoking, the natural juices and moisture of the meat are preserved. This doubtless has a bearing on the similarity the rich-flavored ham has to the Westphalian type. The tang imparted to the meat during long, slow smoking over hickory and applewood is wonderfully mellow and subtle.

The hams are of the ready-to-eat variety. If oven-baked for hot serving, I highly commend the Farm's suggestion to use apricot preserves for the glazing.

The price per pound is $1.16 (5¢ extra for shipment west of the Mississippi); the hams range from 10 to 16 pounds in weight. Ordering address is Old Mill Farm, R.F.D. Ivyland, Bucks County, Pennsylvania.

You may also be interested in a novel and delicious cereal, Honey Wheat, just developed by the Farm's parent company, Great Valley Mills. You can use it as a cold cereal, cook it for hot serving, use it as a topping on ice cream or pudding, for making crumb crusts for pies, etc. It's popular around here for nibbling "as is" for four o'clock fatigue. It's a blend of n tural, whole grains packed with n tritional importance as well a flavor. Along with the honey, th crisp kernels are flavored wit brown sugar, cinnamon, vanill and butter. A three-pound bag cos 97¢ plus 25¢ postage.

One never knows what innovati culinary contribution to expect Glen Hall Brands. In Decembe they launched the unique flavorin extracts I reported. Current they've come along with dehydrate sliced garlic and sliced onions.

Garlic that will keep for montl on end and never deteriorate i flavoring strength is certainly boon. How often you reach for garlic clove only to find it h shriveled. Each of the dehydrate slices is the equivalent of a clov You use them "as is" for cooke dishes: soak them briefly in vin gar or water for such purposes a garlic-rubbing a roast, fowl, c salad bowl.

The onion product is made of select sweet-variety onion. The d hydrated slices are put through toasting process that gives them in dry form, much the savor o French-fried onion. Sprinkled wit salt and oven-warmed briefly, th flakes are delicious nibbling wit a cocktail. Crumbed, they are tast in a tossed green salad.

For cookery such as stews, soup or so-called "wet" dishes, you sim ply add the flakes in their dry stat For cookery that doesn't provide liquid (liver and onions are an ex ample), you soak the flakes briefly In that state, they taste as if they' been sautéed. You'll find they hav many culinary uses beyond the ob vious ones. Experiment and see

A 4-ounce jar of Toasted Onion kes (equivalent to 3 pounds raw onion slices) costs $2.00. rlic Slices are priced at $1.35 two 1½ ounce jars. Both are ilable postpaid from Charles & npany, 340 Madison Avenue, w York, N. Y.

you're pondering over the prob- n of an Easter gift, an interesting ortment of Georgia pickles and serves available from Stuckey's y give you the answer. You ght also like the tasty group for ir own use. The assortment in- des artichoke pickle, water- lon-rind pickle, watermelon-rind serve, peach preserve. There's a ounce jar of each, attractively ked in a bread basket. The ce is $5. Stuckey's address is x 301, Eastman, Georgia. They'd preciate your using the assort- nt's code number, FD-1, to as- e correct filling of your order.

e finest canned lobster Newburg encountered is that packed for e Krebs in Westerly, Rhode and, by Yankee Kitchens of pper's Dock. No need to refer the label to discover that sherry present in its rich-flavored sauce. m juice and clams are used in s regional recipe and they give the mixture a pick-up that enhances its flavor in interesting fashion. The amount of lobster meat is unusually lavish and it's present in firm chunks. There are two generous portions per can.

Newburg sauce, minus the lobster, is also available. This is a concentrate which you thin with milk and a wee bit of cream. It's a delectable way to use up leftover chicken or turkey, aside from its more conventional use with lobster, shrimp, and other sea foods.

The lobster Newburg is priced at $9.75 for 6 cans; the Newburg sauce-concentrate costs $4.25 for 6 cans.

Dutch shortbread, more generally known as spritz, recently joined the ranks of American imports. The delectable Kuyt product, dubbed "Shortbread from Holland," has an airy consistency much like sea-foam candy; there's also a subtle similarity in flavor. The buttery slices are crisp to the bite, yet so puffy they melt in your mouth. They're sweetened with reservation and give flavorsome evidence of their butter and egg content. The 20-ounce tin pack costs $1.65, available from Vendome, 415 Madison Ave., New York, N. Y.

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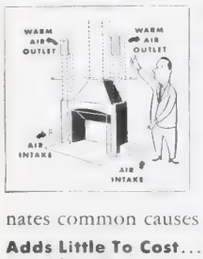
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CRAFTSMANSHIP IS NOT DEAD

CONTINUED FROM PAGE 101

Essentially, the craftsman is an individualist. He must be treated with respect, must be made to feel an intimate part of the whole creative process if he is to do his best work. He should be notified the minute you decide to undertake a new project—*before* the house is designed or the interiors planned, not when they are almost finished. Call upon him to participate in the designing process, to contribute his special knowledge of materials and techniques. Above all, give him as much time as possible to complete his part of the job. To rush a craftsman is disastrous. It not only hampers the quality of his work; it shows lack of respect for his creative talents.

You should demonstrate the same respect when it comes to setting a price for his work. Fine craftsmanship in this country cannot be bought for a pittance as it can in many other parts of the world. In our society, the craftsman's time and skill are rated at professional —not peasant—levels.

Don't make the mistake of thinking that craftsmanship is limited to the execution of traditional design and ornament. As Mr. Haines points out, the new materials and new technologies of the past decade have stimulated the development of new crafts as unfamiliar to the old-time artisans as the art of staining glass to a modern steelworker. Outstanding among these are the fabrication and manipulation of plastics—the cutting, carving, etching and embedding processes responsible for so many of our most beautiful decorative accessories. Then there is the fine craftsmanship required for making intricate furniture that performs new roles in response to modern needs. And the accommodation and concealment of electrical wiring in furniture as well as lamps call for skills unknown in the eras of gas and candles.

Study the table lamps in the May house and you won't find one with a visible cord to connect it to a conventional outlet. Instead, the plug is attached directly to the base of the lamp and connects with a jack in the top of the table for which the lamp is designed. The leg of the table in turn is wired and equipped with its own plug which connects with an outlet in the floor. All this took not only skilled craftsmanship but very precise planning, for the location of each lamp and table had to be decided before the house was wired.

Some lamps, such as those flanking the fireplace in the Mays' living room, have bases of transparent plastic. But even in them the wiring is invisible, since it is embedded directly in the plastic itself which acts as an insulator. Another pair of lamps were made with bases of natural quartz mounted in a cage of silver wire—fine craftswork used to enhance natural formations.

At the same time, the traditional crafts may well be turned to executing modern designs. Two of the older crafts joined hands to produce several of the coffee tables. First, a wood carver was asked to carve the legs to simulate bamboo as in the tables on pages 95 and 97 or the whole base of the table on page 92. Then the carved shapes were turned over to a leather worker who covered them so smoothly and so expertly that you can hardly find a seam. After the leather was applied, the parts were put in a press to assure that the smoothness would be permanent and, finally, they were lacquered to give a liquor proof, washable finish. One table frame was bound in strips of white leather with gold tooled edge producing a magical gold spiral.

Mr. Haines counts himself lucky because he has discovered a number of older craftsmen who have migrated to his state, which is California. But he also finds that young people are becoming increasingly active in the crafts all over the country. At least 50 per cent of the craftsmen he depends upon are newcomers adventuring in a fresh field, not following a family tradition. His leather worker, for instance, is a 24-year-old. For his fabrics he turns to Martha Pollock who studied weaving at Cranbrook Academy after she was mustered out of the U. S. Army Nursing Corps. His Lumarith lamp shades are the work of a feminine individualist who goes on periodic fishing trips in her trailer, making the lamp shades en route.

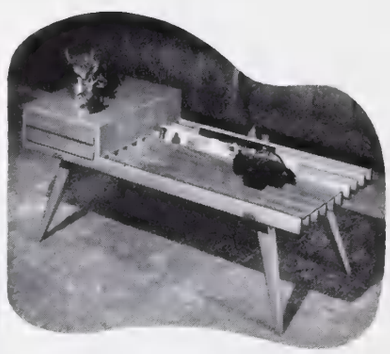
BUT craftsmanship is really a matter of locality. The first step toward obtaining fine workmanship is to hunt up the experts in your own community. Since a craftsman's output must be limited to the amount he personally can produce, the commission that arouses his greatest enthusiasm is the one with which he has personal contact.

So it's up to you. Craftsmanship will never be dead as long as you—as a client—take the trouble to look for it, get to understand it, and appreciate it when you find it.

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Decorator's Diary



A first-hand account by a typical decorator whose market research offers you the latest on what's new in home furnishings

What is it that constrains some women to live in their bedrooms? They never leave them, it seems, except to go on parade or play hostess. Could be vanity. Could be shyness. Oh, well. They add another



Revolving plastic-top

pinch of variety to a decorator's life. Mrs. Lyndon is one of them. When she said she needed a coffee table I immediately visualized her bedroom (illogical of me but quite correct) and I knew this would have to be a very special table—most glamorous, most functional, most durable. These ladies in negligees, I've discovered, are far more insistently practical than you'd ever guess. Found the requested at Jens Risom Design—a round, 42-inch, revolving top of light gray Micarta plastic on walnut legs. Stands 16 inches high. The gray plastic might look too grimly practical in some living rooms. But in Mrs. Lyndon's bedroom amid the yards and yards of gray linen and soft-blue raw silk, it becomes quite elegant. And of course it's just what the engineer ordered for her solitary luncheons and four-o'clock cups-of-tea.

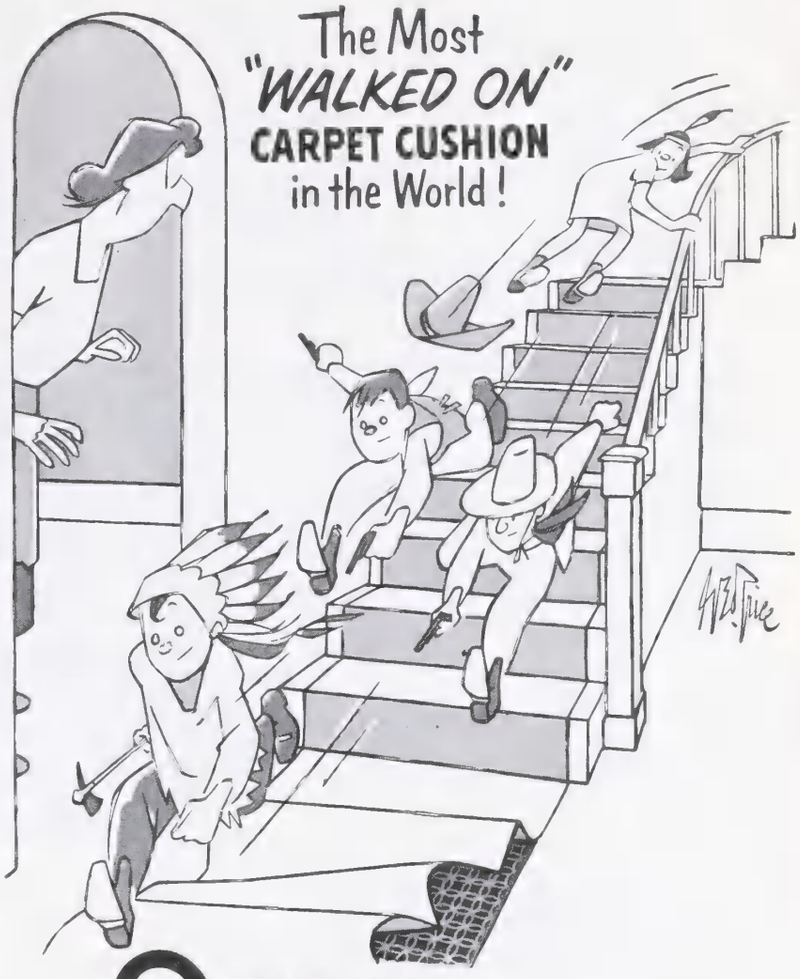
Few things amaze a client as much as that old trick of "furnishing" a room with wallpaper. Must confess I'm apt to be amazed myself even after all the times I've done it. My latest performance was in Skidmores' dining room which is hardly more than an overgrown alcove to the living room, though it does have a window at one end. Their total of dining room furniture consisted of the dining table with its six chairs plus a serving table. What's more that's all they wanted. (Like to store their tablewares in the pantry.) But the room

(*Please turn the page*)



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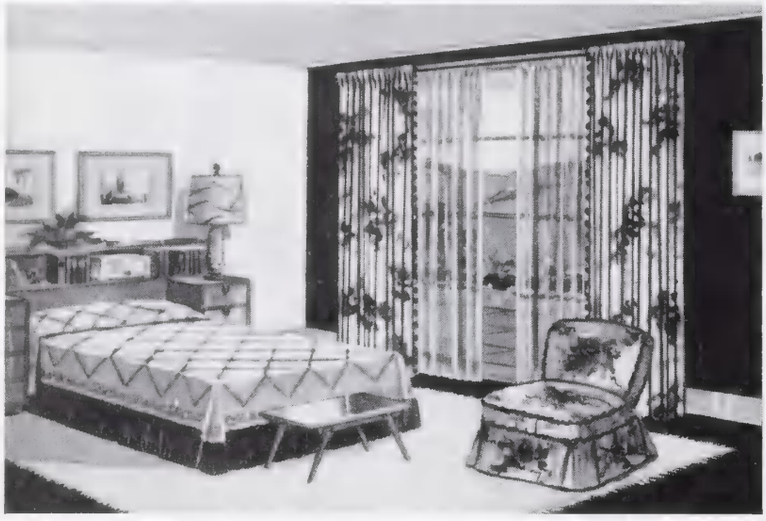
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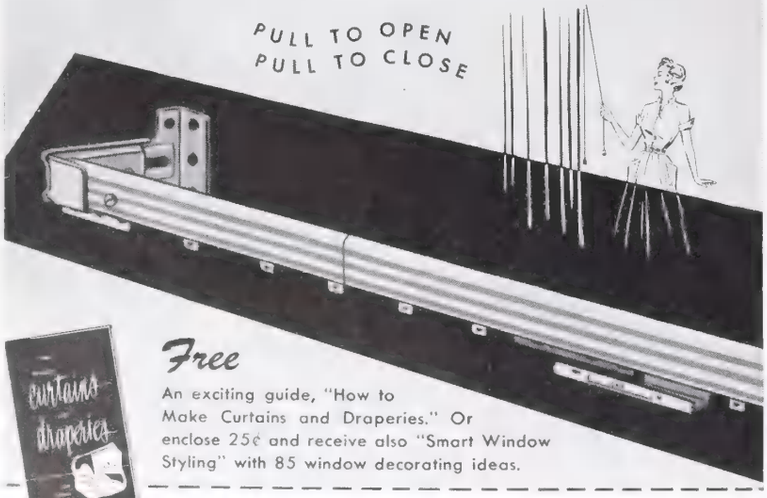
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DECORATOR'S DIARY

CONTINUED FROM PRECEDING PAGE

looked awfully barren, so I dragged out the wallpaper samples. Chose Denst & Soderlund's "Northland" landscape pattern this time, and a good choice it proved to be. Makes the dining room look more spacious and more furnished at the same time, and creates a far more interesting vista from the living room.

Couldn't seem to stop shivering Friday night up at the Healys' place in Connecticut. When we first got there after a long, cold drive from town, the house felt wonderfully warm—had that nice soothing glow of warmth-without-stuffiness that you get from radiant heating. But half-an-hour later I found myself edging up to the kitchen range while Alice was performing the last rites before dinner. Was more comfortable while we were at the table. But soon after dinner I got the chills again and spent the evening rooted to the hearth in the study in front of a welcome fire.

Next day was clear and sunny. Temperature never went above freezing but I was quite content. Even in winter I love the Healys' house with its wide expanses of glass wall overlooking the river valley. Makes me feel blessedly free and peaceful. Forgot all about my evening chills until I got home that night. Then I remembered what that heating engineer had been trying so hard to explain to me last week. It isn't the temperature of the air, it's the loss of heat from your body that makes you cold. You lose heat continually to any cold surface you happen to be near. For instance, cold window glass walls.

There's the answer! Alice hasn't a blind or a curtain in her house. Says she doesn't need them what with the house sitting all by itself up there on the hill. Perfect privacy day and night. And during the day the sun—even a little sun—warms the glass walls enough to keep them from becoming a menace. But at night! Might as well have so many icebergs standing around the living room.

Wouldn't take much to fix things up. Even a sheer translucent curtain or a bamboo blind would do the trick. Wonder how I can get it across to Alice, tactfully, that there is a reason for having curtains even if you don't need them for privacy *or* decoration.

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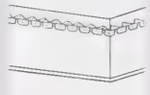




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whether it's easy to memorize. If it is, better look for another. You'll get awfully tired of that one. The design that's a joy to live with is the one in which you're always seeing something new. That's what made me decide on "Forest Floor"



"Forest Floor" of linen

for the Vandam's sitting room. Every time I went back to Morley-Fletcher's to take another look at it I'd get a different impression, discover something I'd quite forgotten was there—an acorn, maybe—or a stray twig. We're using it for the *café* curtains. The pattern is in a nice scale for that—on the smallish side. And the linen it's printed on will hang nicely without a lining. Settled on black-and-white as a perky contrast to the clear solid-color, citrus hues of the wall, the floor covering and the upholstery.

Must remember to see if I can get the painter on the Norris job to mix the living-room colors after dark. That room faces north and if he sticks to his eight-in-the-morning color-mixing routine, we're in for trouble. Last time I let a painter do that we thought we had exactly the shade the client had set her heart on. And so we had, as of 8:56 A.M. But when the paint was on the wall and the lights were turned on—oh dear! For a perfect job I suppose you really ought to mix the colors at whatever time of day and under whatever light the room is used most. That's too much to ask of a painter, I guess. But an early morning, north light is practically guaranteed to throw you off balance.

Never had much use for the kind of people who hanker to live in a stage setting. Suspect they haven't too much use for themselves. But there's no harm in going romantic now and then. What's romantic? Well—straying from the prosaic path of common sense, just for the fun of it. Using something that reminds you of far-off times or far-off places, something you can't entirely justify with cold logic. No harm in it as long as your piece of romance doesn't keep you up nights scrubbing and polishing, or otherwise impose on your good humor.

But George Nelson's bubble lamps promise to be well-behaved. They're lanterns, really. Huge ribbed spheres or cylinders, or variations thereof, sheathed in a strange, new translucent plastic. Has a textured surface but feels soft like a fabric. The lamps hang from the ceiling or from an arm on the wall and transform the light from as harsh a source as a 300-watt bulb into a graciously diffused glow. No need to point out they remind you of a Japanese lantern. But you don't have to wind yourself up in an obi in order to enjoy having one in a foyer, say, or a secondary area of a larger room where you need light but not on any particular spot. Howard Miller Clock Company is making them. Rich-

(*Please turn to page* 183)

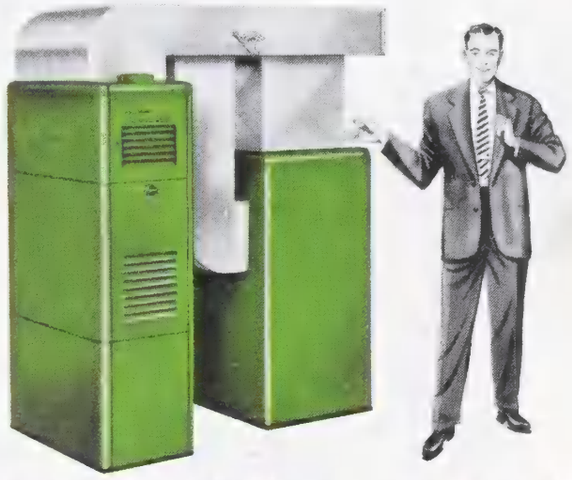


Plastic bubble lamp

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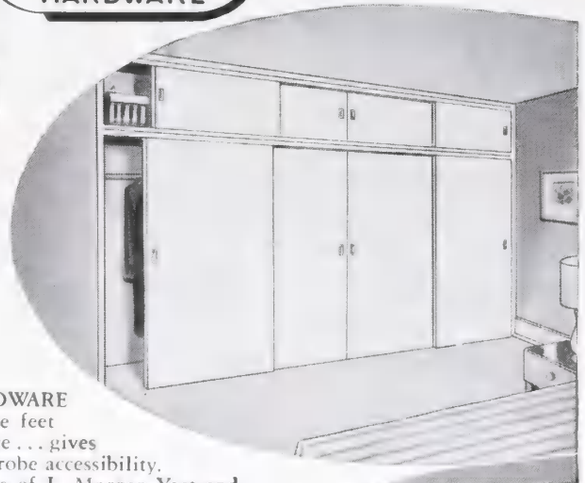
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A change from pattern to texture remodeled this house

Here is comparative proof of the quieting, unified effect of textures versus bold patterns in a strongly architectural setting. Because modern architectural features are eye-compelling in themselves, too much in furnishings confuses the eye

ALL PHOTOGRAPHS BY MAYNARD PARKER



Before: Frosted glass of entrance hall plus crowding effect of over-large wallpaper close in living room.



After: Leafy plant screen, coarse linen on walls, plain carpet point up good architectural features.



Before: See how fireplace stonework contends with eye-stopping wallpaper and striped carpeting.



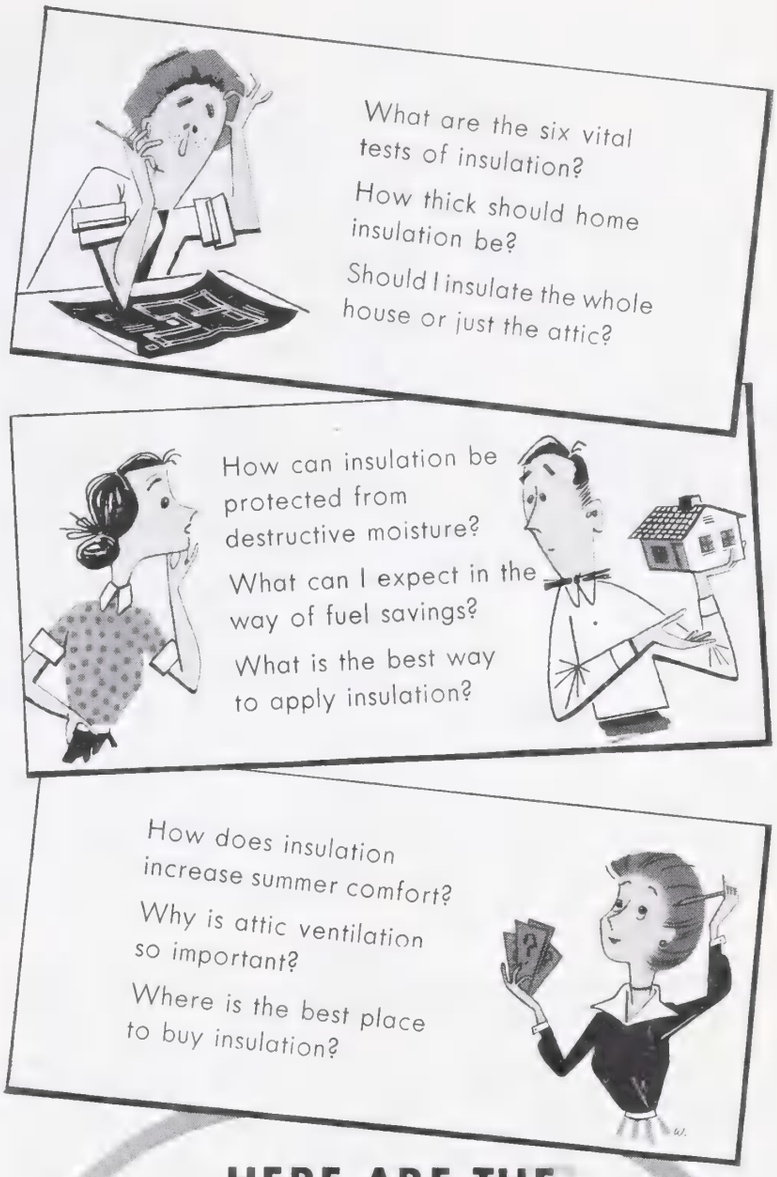
After: Shutters for draperies, bookshelves for useless egg-crate partitions, unified carpet and wall color give this room pleasant, integrated harmony.

See how slight the structural changes were that went into remodeling of this six-year-old house. Its new owners, Dr. and Mrs. Monte Franks, although not professional decorators, realized that the open-room plan, the wide windows, the pattern of fireplace stonework, and bookshelves were negated and confused with over-scaled wallpapers and lack of color harmony. The trick was to bring these good features into focus. Because beige and a monochromatic scheme would be enlarging, quiet wood tones were adopted throughout the main rooms, bright color accents being reserved for small objects like cushions. Assertive wallpaper pattern gave way to the texture of coarse Peruvian linen on walls. Outmoded French doors were camouflaged with louvered shutters, thereby exchanging the triteness of draperies for another kind of texture—the subtle interplay of light and shadow filtered through slats. Sand-tone carpeting, in harmony with walls and furniture, extends the now unbroken area of the rooms, and adds to the openness and illusion of space.

New indirect lighting•panels in the ceiling put an end to spotty floor lighting. The former frosted glass partition in entrance is now an open planting box to bring the outdoors in, and to suggest a room divider without creating a visual barrier.

Before-and-after pictures on these and pages 176 and 177 illustrate advantage you gain when you blend decorating with architecture to produce its own textures and patterns.

(*More photographs on next two pages*)





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A CHANGE FROM PATTERN TO TEXTURE REMODELED THIS HOUSE

CONTINUED FROM PRECEDING PAGE



Before: Use of wrong kind of paper, meant for unfurnished areas, limits furniture arrangements.



After: See how shutters, plain wall and carpet calm room. Mirror-sconce gives spacious feeling.

ALL PHOTOGRAPHS BY MAYNARD PARKER



After: Living-room walls of textured linen now permit freer taste in choice of varied furnishings.

HOME-PLANNED

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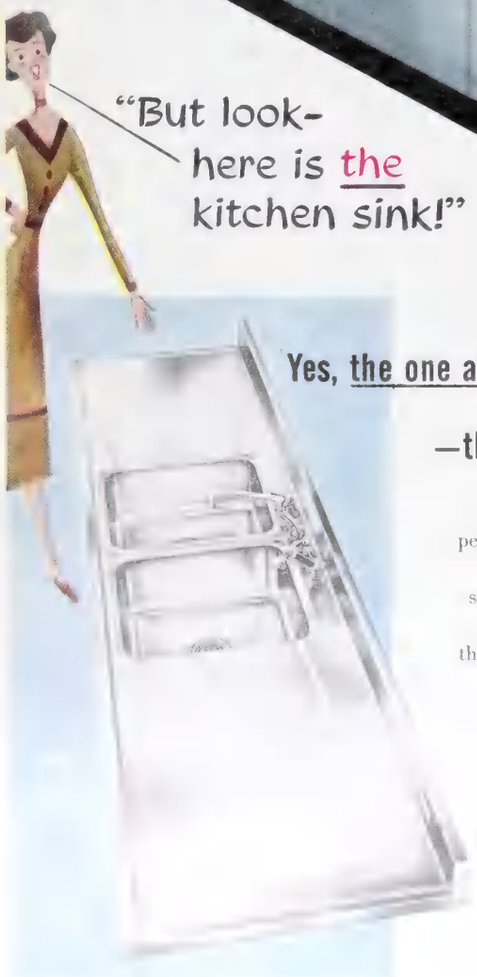
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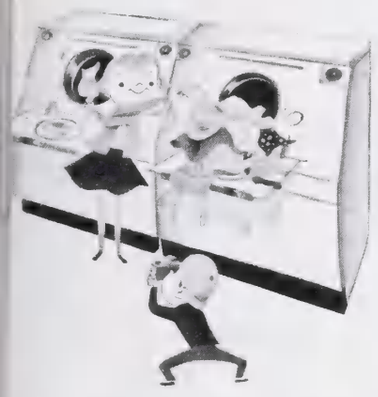
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TAKE IT EASY, LADY

CONTINUED FROM PAGE 178

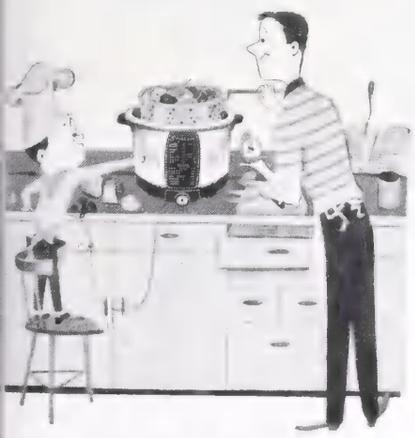


Now that the laundry has emerged from the basement and is socially acceptable upstairs, the appearance of washer and dryer are mighty important. The Westinghouse "twins," identi- in design, can be installed in a space only 5½′ long by 2½′ le. Both have loading-shelf doors. Control dial on the "Laundro- t" provides flexibility in starting, stopping, repeating, or elimi- ting any part of the automatic wash cycle. When the drying finished, the dryer automatically plays "How dry I am!"



oo many kitchens ve too little work face. So when you're ying a new appli- ce, it's well to let it lp make up the lack. igidaire's new freez- does just that, for top is flat and gen- usly large, and is the same height as other work surfaces in chen, laundry, or utility room. It gives you a bonus in added work face. The freezer comes in approximately 9- or 13-cubic foot pacity sizes. The new top has extra thick sealed insulation to keep at, air, and moisture out, and to retain zero cold throughout.

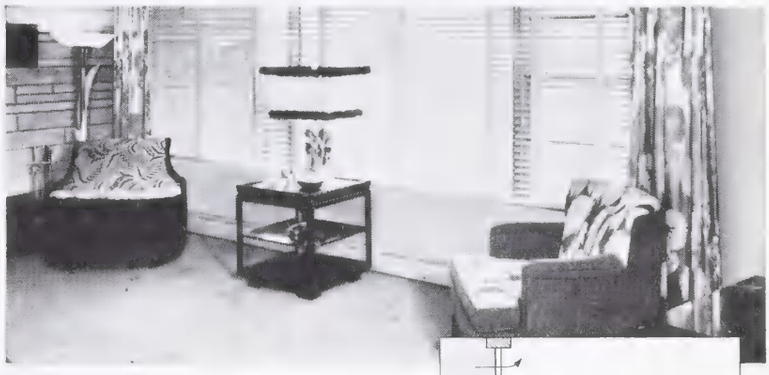
WINGS BY KELLY OESCHLI

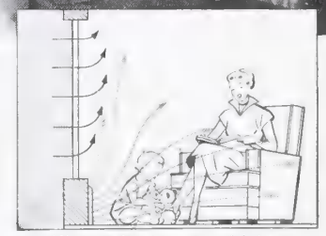


We have talked a lot in this column about multi-use equipment and utensils. *Here* is a *multi*-multi-use device—Sunbeam's new cooker and deep fryer. Looking something like a big saucepan, it can used as chafing dish, steamer, bun warmer, corn-popper. It deep- es all sorts of things: it is also good for controlled heat cooking pot roast, stewed meats, soups, baked beans, and so on. The Cook- uide on the front gives temperature and cooking time for various shes. The thermostat holds proper temperature automatically.

(Please turn the page)

Why not have both *Comfort and Beauty?*





All space livable—no cold drafts

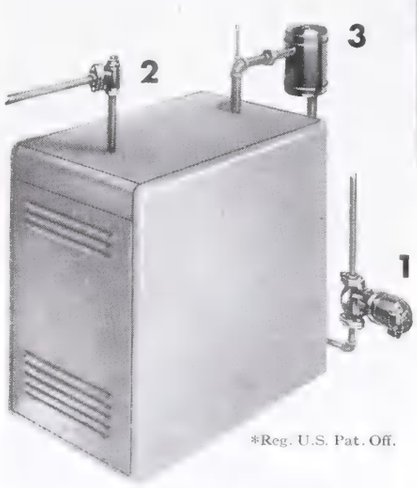
B & G *Hydro-Flo* Heating

with Baseboard Heating Panels

Will your new home have large, low windows? Then be sure to install a heating system which will keep the area around them warm and comfortable.

For both comfort *and* beauty, a B & G *Hydro-Flo* System with neat, inconspicuous baseboard heating panels offers the right answer. Every inch of your home will be *livable* space... no cold drafts from windows... floors always warm.

B & G *Hydro-Flo* Heating offers all the advantages of modern, *forced hot water heating*. The system adjusts itself automatically to every change in the weather... modulates the heat supply so that indoor temperature is always uniform, always at the comfort level. It is exceptionally economical in operation, since fuel is burned only as required by the weather—no wasteful overheating.



*Reg. U.S. Pat. Off.



All the hot water you can use

The Water Heater of a B & G *Hydro-Flo* System provides a boundless supply of low-cost hot water for automatic washers and all household uses—winter and summer alike.

Simple, dependable equipment

The basic units of B & G *Hydro-Flo* Heating are (**1**) the Booster Pump to circulate hot water through the system, (**2**) the Flo-Control Valve to prevent an over-ride in temperature and (**3**) the domestic Water Heater. These units can be installed on any hot water heating boiler—new or old.

BELL & GOSSETT COMPANY

Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong Ltd., 1400 O'Connor Drive, Toronto



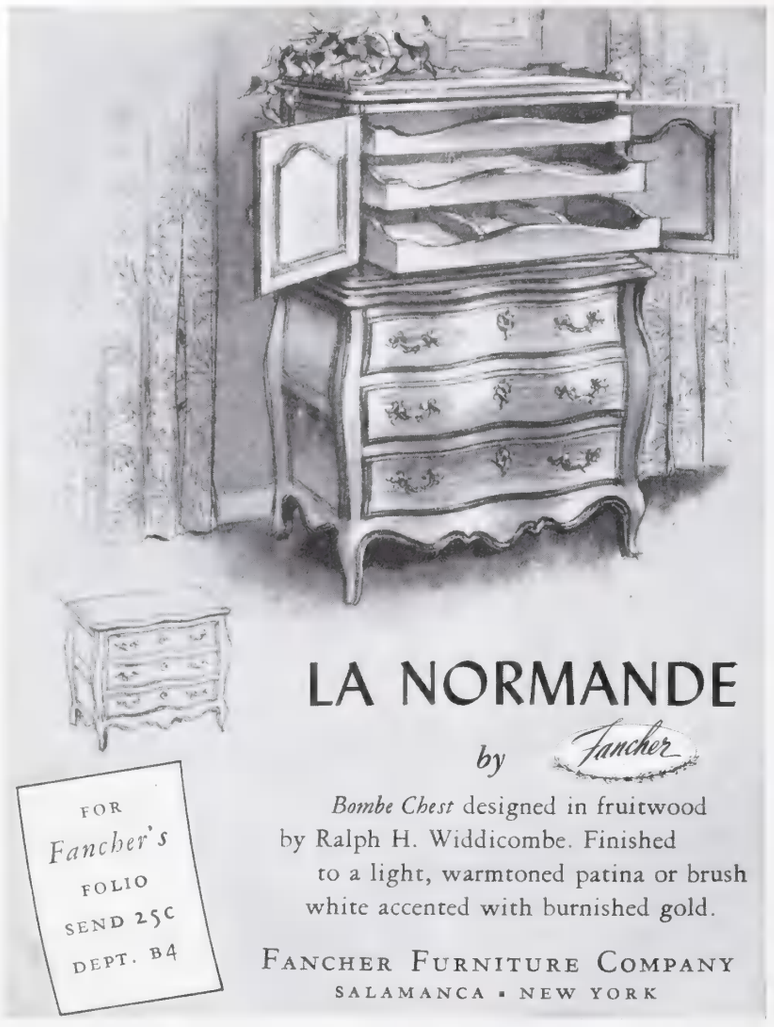
BELL & GOSSETT COMPANY, Dept. CW-30, Morton Grove, Ill.

Please send your free booklet, "Capture the Sun with B & G *Hydro-Flo* Heating."

Name .....

Address .....

City ..... Zone ..... State .....



LA NORMANDE

by Fancher

Bombe Chest designed in fruitwood by Ralph H. Widdicombe. Finished to a light, warmtoned patina or brush white accented with burnished gold.

FOR *Fancher's* FOLIO SEND 25C DEPT. B4

FANCHER FURNITURE COMPANY
SALAMANCA • NEW YORK

Star STAIRWAY



A wall of soft, diffused light transforms a utilitarian stair landing into a point of high interest in this lovely home. Translucent Mississippi Luxlite glass floods the entire area with copious light and creates an atmosphere of spaciousness and beauty. Yet this lovely obscure glass by Mississippi protects privacy completely.

Light can be a vibrant, interesting part of your decorating scheme. See how the easy addition of translucent glass in well chosen locations in your home can add charm and distinction . . . help create a modern, exciting mood.

Specify figured Mississippi Glass. Available in a wide variety of beautiful and unusual patterns wherever quality glass is sold.

William Brockway residence, Los Angeles, Calif. Burton Schutt, architect. Reprint from Sunset Magazine. H. H. Baskerville, Jr., photographer.

Write Dept. H today for free booklet, "Modernize Your Home With Decorative Glass." Photographs of actual installations. Many ideas on ways to use this versatile medium.



MISSISSIPPI Glass COMPANY
88 ANGELICA ST. SAINT LOUIS 7, MO.
NEW YORK • CHICAGO • FULLERTON, CALIF.
WORLD'S LARGEST MANUFACTURER OF ROLLED, FIGURED AND WIRED GLASS

TAKE IT EASY, LADY!

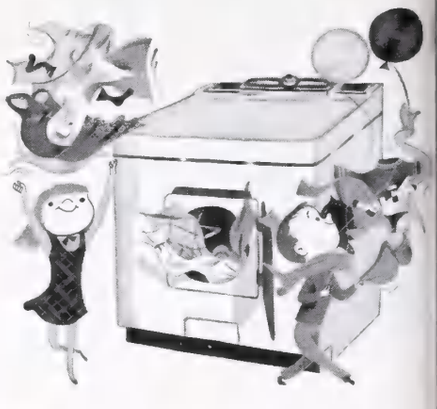
CONTINUED FROM PRECEDING PAGE



Automatic clothes washers and dishwashers are no good to you unless you have water of the right temperature to run them. To meet these requirements, Ruud has brought out a new gas water heater which provides water of two different temperatures fro a single tank. One outlet delivers 180-degree water through its ov line direct to the clothes washer and dishwasher. A separate line d livers 125-degree water (which won't burn you) to the kitchen si and bathrooms. "Duo-Temp Laundrymaster" comes in three size



Many of us thoug the millennium ha been reached when th push-button range wa launched. But no General Electric ha gone one step furthe They have brought o a push-button ran with a deep-fat fryer attachment. Attachment plugs into a speci outlet in the control panel just above the deep-well cooker at the le rear. The heating element itself extends down the back and acro the bottom of the well in direct contact with the fat. Attachme is a standard feature of "Stratoliner" and "Liberator" range model



If you are as aware of new appliance developments as you should be, you know that the automatic dryer is high on the list of most women as the next "wanted" housekeeping help. One of the newest models on the market is made by Roper, whose ga ranges you may already know. The Roper "Dry-Aire" gas dryer ha but one dial control, is simple to operate. What's more, it has aut matic ignition, doing away with matches entirely. Its Jumbo li trap is easily accessible for convenient emptying after each us

CORATOR'S DIARY

CONTINUED FROM PAGE 173

Morgenthau is selling them ecorators.

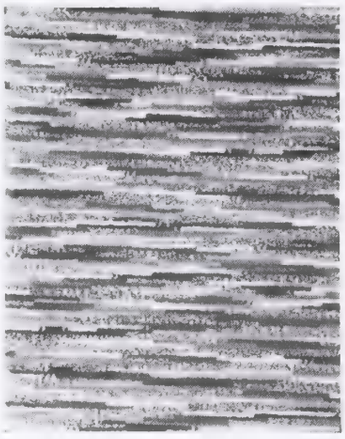
the things you don't want to onspicuous that seem to cause most trouble. A simple dining r, for instance. Either it's just ly comfortable enough to do —with no squirming—through ree-course dinner. Or it's so rtant-looking and space-con- ing you hesitate to order as y as you really could use. Saw tisfying compromise at Modern gn that I'm adding pronto to list of hard-to-finds. Walnut e with pleasantly tapered



nfort without clamor

tches. Upholstered seat and k of molded wood padded with n rubber. Promises three hours omfort if you must sit still that g, but doesn't clamor for atten- . Made by Glenn of California.

ave a rabid distaste for anything 's made to imitate some other g—any other thing. So I turned my nose quickly when the rug sman said he had a new carpet gn that looked "just like a dmade rag rug." Wouldn't e deigned to look at it if he n't shoved the sample in front ny unsuspecting eyes. Glad they en't closed because the "just a handmade, etc." turned out e merely his perverted concep- of salesmanship. The design based on the same principle as old-fashioned rag rug—that is, dom streaks of color. But adapt- a principle makes very good se, assuming the principle made se in the first place. And the d sense of this one hardly needs ving. The variegated coloring kes it a flexible running mate other colors and puts the soft lal on soil marks. The fact that particular carpet sells for un- der $9 a square yard doesn't diminish its practicality either. It's Gulistan's "Cross-Country," in one



Random color carpet

of the new blends of wool and rayon. Ordered some for the Goode's farm in New Jersey. Coloring is several shades of brown and beige, both solid and speckled, and spiked with occasional streaks of black, off-white, and terra cotta. Will make a warm setting for their birch Planner Group furniture and match its practicality.

Something I can do without: A lamp standing in the center of a table standing in the center of a picture window! Why would anyone want it perched up there to obstruct the view? There's no view? What's the window doing there in the first place? —M.R.

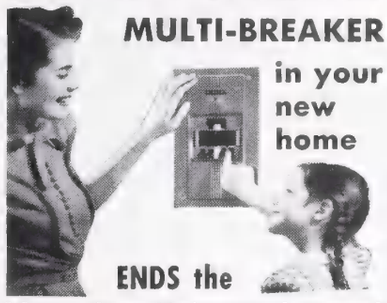
Your best time to buy Canvas Awnings...

NOW

• When warm weather arrives this year—you'll be ready for it! Ready to unfurl your gay, protective canvas awnings and enjoy the cool shade they provide. No rush-season waiting . . . no hurry-up choice of color or fabric. To have your awnings installed the day you want them . . . to assure careful custom styling . . . to take advantage of easier payment plans . . . SEE YOUR AWNING DEALER NOW!

The Canvas Awning Institute, Inc. and National Cotton Council
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A Cutler-Hammer MULTI-BREAKER in your new home



ENDS the blown fuse Nuisance forever!

A Cutler-Hammer Multi-Breaker ends the blown fuse nuisance forever. No longer will you have to hunt fuses in the dark . . . or break off in the midst of preparing a meal to go to the store for the new fuses you forgot to buy. No longer will you have to stumble down dark cellar stairs and fumble in the old fuse box wondering what to do. The Cutler-Hammer Multi-Breaker is installed in the kitchen or any other convenient place. When service goes off, all you do is reset a tiny lever that has snapped out of position. Nothing to buy. Nothing to replace! Service is restored in the twinkling of an eye, even by a child! The average new home can have this modern and safe protection for very little additional cost. Also easily installed in old homes. What are *all* the facts? Write today for our free booklet "Goodbye to Fuses."

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FREE BOOKLET *Tells facts about new, better home electrical protection. Write TODAY for your copy.*

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Now! $100.00 FOR YOUR OLD SINK when you purchase your

Youngstown Kitchens 48" JET-TOWER DISHWASHER



Youngstown Kitchens Electric Sink, 18" wide. Disposer, rinse spray available at extra cost.

Never wash dishes by hand again!

The wonderful Youngstown Kitchens Jet-Tower Dishwasher does all your dishes, glasses, silverware—even pots and pans—in just 9¾ minutes . . . all automatically!

Jets of booster-heated water—*hotter than hands can stand*—vigorously wash, flush and rinse them with thorough top-to-bottom cleaning action . . . hygienically clean, sparkling bright.

Thousands of dealers are making the above offer. Watch your local newspapers for their announcements.

HURRY THIS OFFER ENDS MAY 2, 1953!

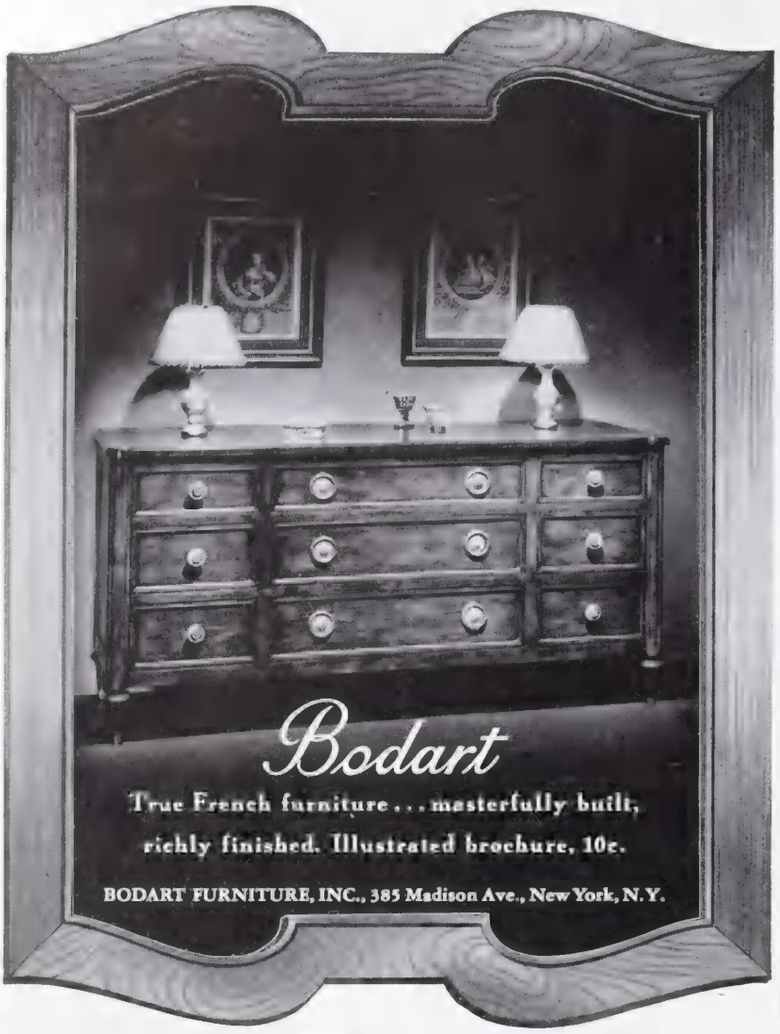
Call Western Union, Operator 25, and without charge get the name of a nearby dealer.

Youngstown Kitchens

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Youngstown Kitchens are sold throughout the World
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Dept. HB-353, Warren, Ohio
Please send kitchen-planning, decorating book. I enclose 10c to cover mailing cost. (No stamps, please.)

NAME (Please print)
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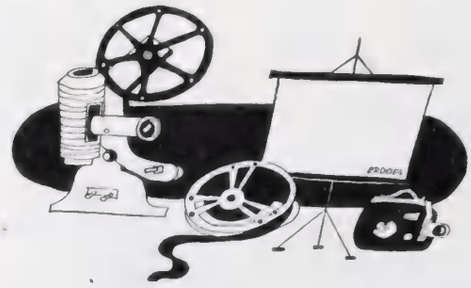


got clothes?
get K-VENIENCES

You'll *know* where everything you wear *is* when you enjoy K-Venience closets that practically *hand out* your clothes to you. These gleaming fixtures add more usable room in *any* closet. K-Veniences save money on pressing bills, too! They go up in a jiffy; all you need is a screwdriver. See the full line of more than 40 sparkling K-Veniences at your favorite department or hardware store today.

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for you! *Here's a sparkling new brochure you'll love, crammed with money-saving ideas on enlarging your closet space. You'll make a hit with the entire family. Written by Helen Aves, famed feature writer. Illustrations show you every detail. Send 10¢ for your copy today!*



See for yourself

By Cecile Starr

"The world is so full of a number of things . . ."

So full, indeed, that one almost despairs of ever being able to give intelligent attention to any of them. But the owner of a 16mm. projector has a wonderful opportunity, right in his own living room, to focus upon a subject, discover answers to his own and his children's questions, and awaken the kind of interest that leads to further investigation. The number of things we want to know about increases each year, but so do the possibilities for observing. More and more films are being made for the purpose of giving information, and giving it in a way that is not only painless but diverting as well.

Film has been called "a window on the world." Listed below are a few of the recent 16mm. releases, which show how richly it deserves such description.



tographed on t Pribilof Islan in the Beri Sea where fu mammals n grate for annu mating. The utter delightfulness this Technicolor nature study equaled only by that of the oth films in the series, which it is be hoped will also be released 16mm. in time to come. This available from Association Fil whose headquarters are at 3 Madison Avenue, New York N. Y. Rental $10.

Dust or Destiny (40 minute color). At the Moody Institu of Science, search of all scriptions is ca ried on to rela the wonders nature to t greater glory of God. This film, o of a series generally titled "Sermo From Science," includes a numb of fascinating sequences. The m amazing of them involves a seri of experiments with bats, demo strating their radar-like equipme that keeps them from bumping in things in the dark. Available fro the Moody Bible Institute, 8 North La Salle Street, Chicago Illinois. Apply for rental rates.



Wonders in Your Own Backyard (10 minutes, color). This imaginative exploration of backyard wildlife is as thrilling as an African safari, give or take a little. It includes close-up investigations of daily living among the common house spider, the millipede, the sow bug, and snail. Intended especially for children, the film has direct appeal for all age levels. Along similar lines, but dealing with underwater animal life is "Wonders in a Country Stream." Both are sold by Churchill-Wexler Films, 801 North Seward Street, Los Angeles 38, California, at $80 per print. For rental inquire at nearby 16mm. libraries.



Seal Island (27 minutes, color). Disney's Academy-Award-winning film, first of the wonderful "True-Life Adventure" series, was pho-

A Man and His Dog (10 minutes A number of films have this san hackneyed title, but this particular one is about the Australian sheep dog. Sheep ranchers train their kelpies to ob long-distance commands in roun ing up and moving thousands sheep at a time. One spell-bindi scene shows the dog facing a so tary stray and all but hypnotizi it to return to the fold. Availab from the Australian News and I





Provocative accessories, used unexpectedly, give the rooms style—like an antique Chinese box on a modern dresser, and an Elizabethan pressed metal mirror, surprising, becoming elegance against redwood plywood.

Traditional Breakfront breaks with tradition... by JASPER

- Four-area space making that means easier homemaking
- Beauty of authentic design that makes any room more prideful
- Craftsmanship that gives assurance of enduring satisfaction
- Prices that are surprisingly modest

Leads double life . . . Offers 4-way utility

Jasper Breakfronts and Secretaries available in American Provincial, Governor Winthrop, Colonial, Regency, Modern . . . in mahogany, maple, walnut, wheat or pine

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for display of your best china, glassware, books, bric-a-brac

for filing routine records, correspondence, checks, receipts

for study and other home desk work with convenient privacy

for storage of your linens, blankets, silver — or what have you

Space Makers for Small Space Living

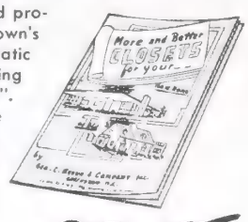


CEDAR Lined Closets

Cost Little or NO MORE Than Plastering—

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Figure the costs—compare the added protection—then you'll choose CEDAR. Brown's SUPERCEDAR is 90% Red Heart aromatic cedar with 100% oil content—the pleasing aroma that helps eliminate "closet odor". Never needs painting! Plan now to enjoy the protection, beauty and permanent advantages of cedar lined closets which add value to any home. But, insist on Brown's seal-packaged, ready-to-install SUPERCEDAR. Sold thru Building Supply Dealers everywhere!



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GEO. C. BROWN & CO., INC.
Largest Mfrs. of Aromatic Red Cedar in the World
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Please send me your FREE booklet on closet planning.

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CITY_____

...e very fact that a "stock" house ...s designed to be many things ... many people, capable of being ...lt economically in large volume. ...quently makes it an excellent ... from the point of view of con...uction quality. Here is a list ... the materials specified in the ...nsas City development house ...own on pages 116 through 119.

Construction Materials

...undation: Concrete. Trinity ...rtland Cement Division, General ...rtland Cement Co., Chicago, Ill. ...terproofing below grade and ter...e protection. "Flexcell" rigid ...ulation on inside of 8" concrete ...ck walls, Celotex Corp., Chicago.

...terior wall surfaces: Douglas ... plywood sheathing, Douglas Fir ...ywood Association, Tacoma, ...shington. Exterior finish 1" x 6" ...tical tongue and groove siding, ...her redwood or vertical cypress.

...ins: Redwood stain, two coats, ...tt & Lambert, Inc., Buffalo, N. Y.

...ish flooring: Hall and kitchen ...aid linoleum over plywood sub...r. Cork in bedrooms and living ...m. Armstrong Cork Co., Lan...ter, Pa. Ceramic tile in bath.

...ulation: 1" rigid Fiberglas in ...f, Owens-Corning Fiberglas ...rp., Toledo, Ohio. Foil-backed ...msul 2" batten in walls, Kimber-Clark Corp., Neenah, Wisconsin.

Flashing: Galvanized iron at gravel stops, hips, down spouts, and gutters.

Paints: Interior doors and trim, Pratt & Lambert, Inc., Buffalo, N. Y.

Windows: Casement and awning type complete with screens, weatherstrip, and hardware, Rolscreen Co., Pella, Iowa.

Wardrobe doors: "Ratox" sliding doors, Hough Shade Corporation, Janesville, Wisconsin.

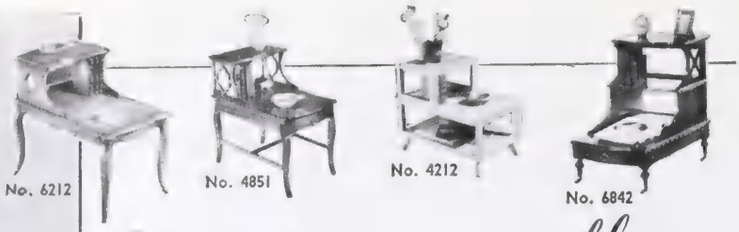
Plumbing fixtures: Kitchen, American Radiator and Standard Sanitary Corporation, Pittsburgh, Pennsylvania. Bath, Briggs Manufacturing Company, Detroit, Mich.

Roofing: Sheathing 2" x 6" tongue and groove #2 fir exposed as ceiling finish. Fiberglas rigid insulation on top of sheathing. Three-ply, hot-mopped and surfaced with light gray crushed stone.

Heating: Forced warm air, gas-fired for 125,000 B.T.U. Furnace by Rheem Manufacturing Company, New York, N. Y.

Hardware: Lock and knobs in satin finish white metal, Schlage Lock Co., San Francisco, Calif.

Equipment: Range, refrigerator, washer, dryer (these are not included in purchase price), General Electric Co., Louisville, Ky.

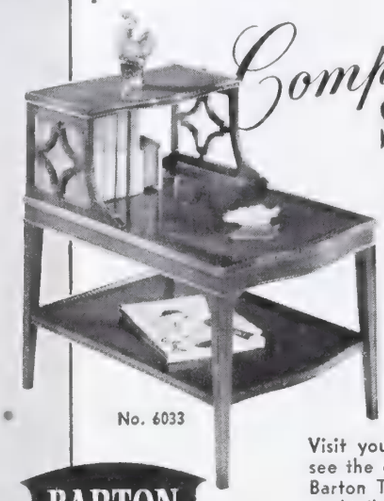


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STEP TABLES

Just one basic type from the numerous complete groups in the big

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family of all kinds of tables designed for today's living.



Visit your nearby Barton Dealer and see the complete, matched groups of Barton Tables: chairside, lamp, drum cocktail, commode and tier tables. And always look for the Barton Warranty Tag on each table.

BARTON TABLES
The Name that means the Most

Send 10c for "Helpful Hints to the Homemaker" Barton's new color booklet — full of ideas!



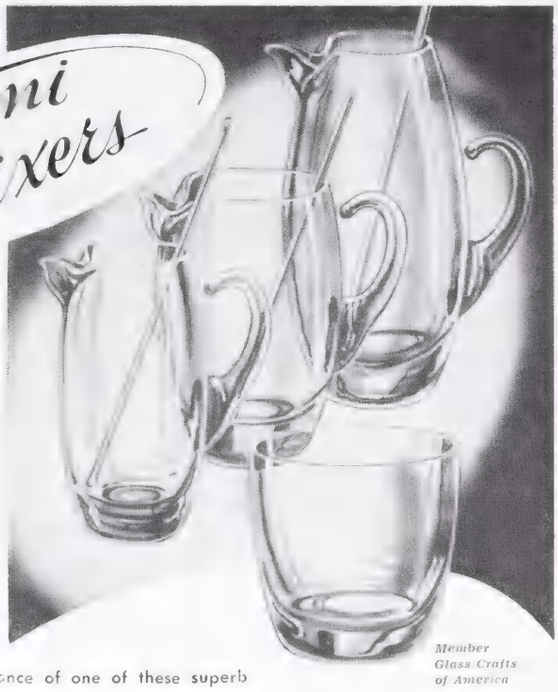
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HAND—WROUGHT
Martini Mixers

for an Enchanted Evening . . .

☆

- Hotel Weight . . .
- Ice Lipped . . .
- Heavy Sham Bottoms



Member Glass Crafts of America

The resplendent elegance of one of these superb new Martini Mixers, handcrafted of brilliant seamless crystal, adds just the right note to your formal dinners or friendly get-togethers. The sheer artistry of their graceful lines is indeed the handiwork of inspired craftsmen . . . Available in three favored capacities—60-oz., 42-oz., 30-oz. The matching Ice Tub is an indispensable team-mate. All so pleasantly priced, too!

WEST VIRGINIA GLASS WESTON W. VA.

When buying glassware, look for this blue and gold label identifying West Virginia Glass. It's your assurance of hand-blown, brilliant crystal—smart, modern design—superlative quality—at conservative prices. At gift, jewelry and department stores. For name of nearest dealer write West Virginia Glass Specialty Co., Weston, West Virginia.

WEST VIRGINIA *Glass*

IT'S WORTH MENTIONING

By Julie Polshek

If the truth be known, making soda-fountain drinks at home gives adults no less fun than it does teenagers. The Home Drink Mixer by Hamilton-Beach, an almost exact replica of their drugstore model, makes foamy malteds, milk shakes, ice-cream frosteds; you'll likely dream up some tempting concoctions of your own. Use it, too, for bar drinks and freshening frozen juices. $22.95. (26-oz. cup). Carson's, Chicago, Illinois.





Versa-Vise can be stationed on its base in vertical position or in horizontal position for right- or left-hand use. Takes only a moment to reverse it. The vise can be pivoted to any wanted angle and is locked automatically in that position when you tighten the jaws on the object being held. Jaw surfaces measure 2½" x 3½": have 5" maximum opening. A versatile, finely-made tool. $11.95. Rayl's, 228 W. Congress, Detroit, Michigan.

This cart's clip-on panel for electrical appliances adds to its usefulness as a table-side buffet. Saves steps, too, by providing a parking place for dirty dishes and for the coming course. Camalloy's stainless-steel Servall Cart is satin-finished: its guarded shelves measure 16" x 22". Rides easily on ball-bearing Plaskite caster-wheels. Come spring, the sturdy cart can do duty outdoors. $33.50. Campbell Stainless, Washington, Pa.





The new 3-Speed Mixor by Waring does its makers proud, has exceptional power for a hand-type beater. The tapered beater-heads, small enough to fit a glass, have unique blade design that keeps ingredients moving from top to bottom. You get ever-so-thorough mixing action, free of spatter. The speed switch in the handle is right under your thumb, easily accessible for left- or right-handers. $19.95. Hammacher Schlemmer, N. Y.

(*Please turn to page* 191)



It's a Bear for Wear...

Random Tex

ALL-WOOL WILTON BROADLOOM BY HOLMES

Random Tex wool wilton broadloom is *a bear for wear* when your family is active, growing and determined to wear a path straight across your carpeting. Handsome, practical Random Tex solves your carpeting problems . . . for today and for years to come. This famous wilton weave is made in colors that will blend harmoniously with any room setting. Its high and low loop surface creates a warm, random texture, giving your floors undreamed of loveliness. Moderately priced Random Tex is sold by selected retail stores throughout the United States.

Textured Beauty by Holmes



HOLMES
WOOL
Wilton Carpet

Archibald HOLMES & Son • Erie Avenue and K Street, Philadelphia 24, Pennsylvania

Salterini, of course...

PHOTO HANS VAN NES

FURNITURE DESIGNED BY TEMPESTINI OF FLORENCE

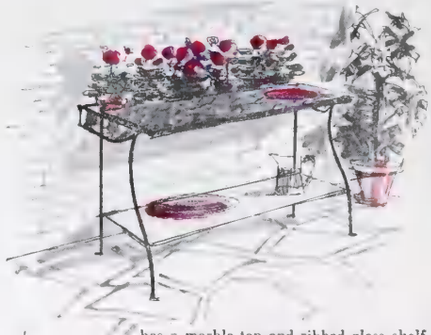


BACKGROUND — Fruit & Flower Set: Italian raffia chair (four shown) E2629, $45 each; Cocktail Table, 42″, E2562, $120. FOREGROUND — Dining Group: Profile Side Chair (four shown) E2701, $40 each; Profile Arm Chair (pair shown) E2701A, $45.50 each; Dining Table, 38″ x 66″, E2572, $150; Screen, 2100, $90 per panel. Profile chairs are made of Italian wicker. Neva-Rust* wrought iron frames are available in 8 customized finishes. All furniture shown was designed by Tempestini of Florence. All prices are approximate retail.

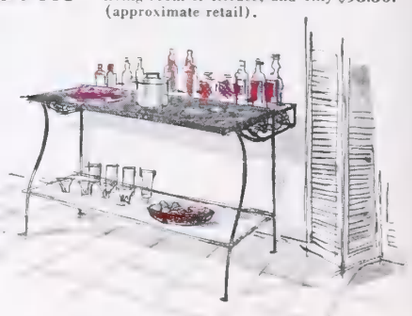
for wrought iron furniture of

great charm and usefulness

indoors or out.



SERVA/BAR has a marble top and ribbed glass shelf. A most practical accent piece for the living room or terrace, and only $98.50. (approximate retail).



*Reg. U. S. Pat. Off.

Salterini NEVA-RUST
GUARANTEED AGAINST RUST FOR 6 YEARS

Insist on Salterini without this seal on the frame.

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IT'S WORTH MENTIONING

CONTINUED FROM PAGE 188



mood of a Provincial print is estingly achieved by the aster- notif of these Madison curtains ames in water-repellent taffeta fine color. Black ground with and white, white with black- r, rose with black-white, gray yellow-white. Tub or window ains. $7.95. Correlated ceramic (2", 3½", 4" high) $4.50 . From B. Altman & Co., New ..



-O-Matic trays notch one to other in a way that arrays their t eggs step-fashion for easy ss. When you remove the front the next in line takes its place. lls into a deep well designed to as a guard. The compact plastic s could also be used advantage- y to facilitate storage and han- g of baby foods. Egg-O-Matic x 10") can be used in rows or ked. $1 for 2. Amy Abbott. Madison Ave., New York.



This meat-flavoring device can be used to infuse wine and fruit juices or eject pieces of garlic, onion, etc. into roast or fowl. It's also usable to thread meats with tenderizing suet strips or stud them with garnishes such as cloves, fruit bits, mushrooms, salt pork. Besides all this, when thread is drawn through Flavor-Maker's tip, its tube can be used as a stitching needle. Easy to use and wash. $2.95. Breck's, 339 Breck Bldg., Boston, Mass.



Your car gets super-protection for outdoor parking or storage when encased in Defender's auto cover. The rubberized DuPont nylon (mottled olive green) insulates the car against snow, frost, rain, sun; underside is of soft nylon that won't scratch car's finish. Elasticized edge keeps cover in place, has grommets for tying purposes. $17.95; $19.95 for large-car size. Defender Textile Co., 317 Canal St., New York, N. Y.



An ironing board and a sleeve board are paired in folding form by this handy device. Between uses, it can stay idle in a drawer. Both ironing surfaces (8"x24", 5"x20") have foam-rubber pads and snug muslin covers. All-steel structure is ruggedly built, rust-proofed with baked enamel. Atlas Dual-Purpose Board is a boon for the sewing room, traveling, last-minute pressing touch-ups, ironing small things. $3.95. Marshall Field's, Chicago.

(Please turn to page 194)





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No other table combines such striking interest as an accent piece with such complete versatility for every sort of informal entertaining. This popular large-wheel Tea Wagon design is shown in Traditional, is also available in French Provincial, and Imperial Modern.

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At last here is a simple guide that takes the guesswork and confusion out of wine selection. It tells at a glance which wine goes best with each dish. For your complimentary copy, write

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WINE AND FOOD Guide

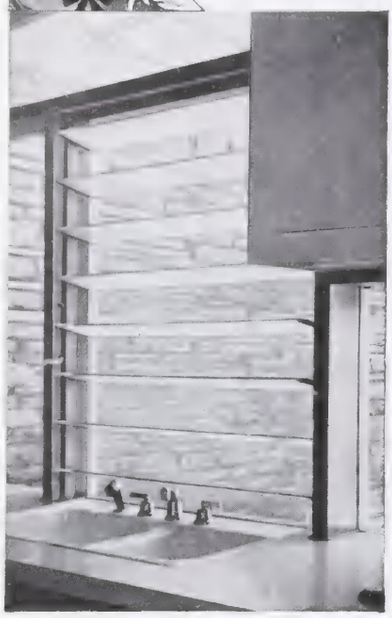


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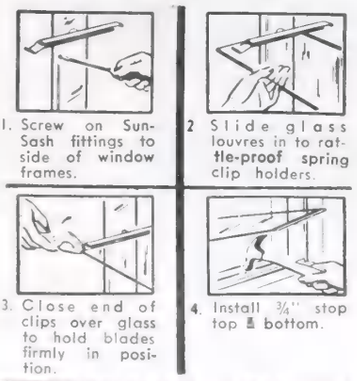
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A READY-MADE START FOR BETTER RECIPES

CONTINUED FROM PAGE 133

When, for-crying-out-loud, had she had the time? "Oh," she said, off-hand-like, "everything came out of a can." And it did. She had used canned tortillas, even canned chicken. The only fresh foods she had used were the avocado, onion, and lettuce. Even the cheese was processed—Velveeta. Well, here's the dinner and, if you can beat it, I'd like to hear about it. She had prepared a meal that ordinarily would take all day, and with no improvement on hers.

Kay Rowse Enchiladas

1 large can Ashley's tortillas
3 large avocados, sliced
1 two-pound package Velveeta cheese, shredded
3 small jars sliced chicken or turkey
2 large white onions, peeled and diced
1 pot chili sauce (recipe below)

Bring chili sauce to boiling point. Take a tortilla and dip it in the hot chili for a second or two, or until it can be rolled. Lay on wax paper. Put a couple of slices of avocado, two or three small strips of chicken, then a little shredded cheese and a little diced onion in each tortilla, then roll and put in a casserole until you have 12 or more. (A Mexican or Red Bird clay dish is preferable.) Then take the hot chili sauce and pour over the enchiladas, sprinkle with diced onions, and top with shredded Velveeta cheese. Place in a 375°F. oven until the chili bubbles around the edge. Serve on hot plates with fried beans, Spanish rice, accompanied by a green salad and garlic bread. Serves 8.

Chili Sauce for Enchiladas

2 pounds lean ground chuck
3 tablespoons olive oil
1 medium onion, chopped
3 tablespoons Spice Islands chili powder
½ can tomato paste
2 cloves garlic, minced
2 cups stock or canned consommé
½ teaspoon ground Spice Islands cumin seed
¼ teaspoon cayenne pepper
1 can pinto beans
Salt and pepper

Use a deep, heavy pot. Sauté the chopped onion, minced garlic and meat in olive oil; add chili powder and cumin seed, cayenne, salt and pepper. Sauté for 15 minutes, stirring often. Add tomato paste, stirring for five minutes. Pour in stock or consommé and beans. Stir and let come to a boil. Turn on low fire and let simmer for an hour, stirring often. Do not let chili be too thick as it must be used dipping the tortillas.

Fried Beans

2 cans Texas Tavern fried beans
1 medium onion, peeled and diced
2 strips bacon, diced
1 clove garlic, minced
1 cup canned consommé
Parmesan cheese

Sauté diced bacon, diced and minced garlic in iron s or flameware pottery. Pour in and stir until thoroughly m Let fry for about 20 minutes keep stirring or they will Add about a cup of consommé well. Slide into a 325°F. ove an hour. Sprinkle well with mesan cheese to serve. The s of good Mexican food is that it be served hot. Serves 8.

* * *

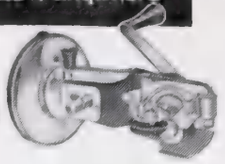
In stocking your can cupbo buy the basic vegetables and f you use the most, the ones family enjoy best, in the sizes suited to your particular n Buy those vegetables and f which you use most often by case or by the dozen, and smaller quantities of the spe ties which highlight your m only occasionally.

Get acquainted with the var sizes and packs. Sometimes better to use a small can of t toes, for instance, rather than a larger one and use only par it. Fit the type to the purpose need to buy the more expen solid pack tomatoes for soups stews when purée with trimm will do just as well. For hi seasoned chicken and casse dishes there's a stewed ton seasoned with green pepper onions, and whole kernel corn green peppers.

Canned soups have careers o than ending up in the soup b They are seasoning sauces. Cr of mushroom soup is the backb of many a casserole dish, sauce, gravy. Bake chicken and pork ch in it. Use it undiluted wher a white sauce is called for i recipe. Canned small white oni cream of mushroom soup. sl Brazil nuts or slivered almo topped with buttered breadcru and grated cheese en casse make a dish to remember. using cream of celery soup a sauce for vegetables, well seaso and perhaps blended with che Experiment with canned lob bisque as the sauce for a sea-f casserole.

Canned consommé and boui are good substitutes for the ch

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O GIVES BLOOD?

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stockpot and can be used in place of water for stews, sauces, and gravies. Use it for cooking corn meal mush for polenta, fried mush to go with creamed chicken instead of rice. Use it for cooking rice.

★ ★ ★

Rice Casserole

1 cup rice
2 tablespoons oil
1 can cream of mushroom soup, undiluted
1 can consommé, undiluted
1 large onion, finely chopped
1 bell pepper, finely chopped

Use packaged rice which does not require washing and brown it in the oil. Then add last four ingredients. Mix well and put in a tightly covered, buttered casserole. Bake for 30 to 45 minutes in moderate oven. Stir once or twice while cooking. Serves 6.

★ ★ ★

Some of our best ideas are born on the firing line, so to speak. A friend of mine forgot to order a vegetable for dinner. Looking over the cupboard she found only a small can of whole kernel corn which wasn't enough for four people. There was also half a can of whole small onions in the refrigerator and an opened can of pitted ripe olives. So, what does she do but combine the three, slicing the olives and heating everything together with butter, salt, pepper, and monosodium glutamate. The result—a delicious, good-looking vegetable course.

Canned ripe pitted olives, ordinarily scheduled for the relish dish, make a wonderful cooking ingredient. The Italians, Spanish and French caught on to this way back. Slice and add them to stews, salads and casserole dishes for added flavor and color accent. Add the juice to beef or venison stews. Sliced stuffed olives are wonderful in meat loaves, stews, pot roasts, and salads.

Heading the list of time-savers are canned dried beans, new potatoes, sweet potatoes, spaghetti in sauce and canned meats. Canned hominy, familiar to corn-belters, is another ready-to-eat ingredient which can be used in place of rice or macaroni in many casserole dishes. You can use it as a vegetable instead of potatoes, fried, creamed, or with cheese sauce. Chopped or ground up, it is good in place of corn meal in tamale pies.

Canned dried lima beans are particularly good, and a ham and lima bean dish of canned ingredients can be put together in a hurry for a buffet supper or winter's meal.

(*Please turn to page* 196)

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IT'S WORTH MENTIONING

CONTINUED FROM PAGE 191



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There's great convenience in a blowtorch you needn't pre-heat or prime. Bernz-o-Matic Torch has an instant-lighting burner controlled by adjustment valve that gives you anything from a pin-point flame to one that blazes at 8-inch length. Flame burns at 2300° in any position. Replaceable propane-gas cylinder has 15-hour burning life. $6.95 complete; cylinders, $1.95 ea., Patterson Bros., 15 Park Row, New York, N. Y.





Sav-A-Step is a two-way ironi aid. Its spring-action arm hol the iron's cord aloft and t clamped-on clothes rack is the l word in convenience. Its notch bar keeps the hung clothes fr bunching; it swivels to and fro, firmly suspended, and high enou for long things to clear the flo The aluminum rods pull apart f flat storage, reassemble easi $3.98. I-K-I Products. Edgert Wisconsin.

Using Dresserette as a primping shelf in the kitchen takes the device off its beaten path, but it's food for thought. Powder-room use is another idea. Its more conventional uses to expand the facilities of bedroom furniture are pretty evident. The well-made 18th-century reproduction measures 24" x 17¾" x 6½" over all. $14.95, unpainted; $16.95, with antique-gold finish. From Flaircraft, 5844 N. Keating, Chicago, Illinois.





The anti-slip surface given a bat tub or shower-stall by this spray-c compound is an invaluable saf guard against accidents, especial with children. Safe-T-Bath h germicidal qualities which ha been proved by laboratory test destroy the organisms known laymen as Athlete's Foot. The no toxic spray won't harm the tu finish or plumbing: it's removab with any cleanser. $1. Safe-T-Bat Brand Co., Box 672, Evanston, I



Three cutlery needs are served by this unusual carving knife. One edge is a saw that goes readily through bone, frozen meats, etc.; the blade's opposite edge is a keen, hollow-ground slicer; tip of the combination blade furnishes a serving fork. The highly carbonized stainless steel used for Cut-N-Saw Server keeps its edge for a long time. A perfect barbecue tool. $4.95, Beaumond Distributors, 133 Lexington Ave., New York, N. Y.

Glue Pen dispenses a dot of strong adhesive each time the tip is pressed down. It offers a new-found answer to the problem of affixing shelf-edging to metal cupboards. Adhesive is immediate and lasting, yet permits edging to be stripped off without marring surface. Obviously, the pen's uses are boundless. Glue Pen with 2 cartridges (about 5,000 dots from each), $2.95, W. S. Tyler Inc., 17 John Street, New York, N. Y.





You apply this plasticized metal-mending compound directly from the tube, "as is." When set, it withstands pressures as great as 150 pounds per square inch. This feature and its adhesion to aluminum and sheet-steel have given it extensive automotive use in England where Loy originated. It's water- and alcohol-proof, withstands direct flame. Has many uses in model-building, usable for soldering. Treglown Co., Fanwood, N.J.

The long dimension of Artwire's functional double-duty dish drainer is used for plates, allowing for a double row. Posts of the silver trough at each end can anchor tumblers; cups can drain in one trough if both aren't needed for silver. Made of rugged, coated Vinylite; has rubber feet. 19¼" x 15¼" x 4½", $2.69. Artwire footed sink protector available in 14" x 10" or 16" x 12". $1.14, $1.24. From Macy's, New York, N. Y.





A concealed baby-trainer seat is built into the cover of Lapin's Dubl-Duti toilet seat. It's brought into the open, complete with arms, safety strap, and back when you unsnap and raise the cover's centerpiece. When centerpiece and cover are reunited, you have a conventional adult seat unit. Sturdily built of high-impact plastic (white) that resists chipping, gives long service. Fits any standard bowl. $9.95. Lapin Products, Newark 5, N. J.





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A READY-MADE START FOR BETTER RECIPES

CONTINUED FROM PAGE 193

Ham and Lima Beans

2 cans Seaside dried large lima beans
1 No. 2 can solid pack tomatoes
1 large onion, peeled and finely chopped
1 No. 2 can cut okra
½ medium-size green pepper, finely chopped
1 teaspoon celery seeds
2 slices ham or equivalent in a canned ham product
Salt and freshly ground pepper to taste

Sauté chopped onion and chopped green pepper in butter until limp, then add diced ham or Spam and sauté until browned and heated through. Add tomatoes, seasonings, cover and let simmer about 15 minutes. Add okra, well drained, and the lima beans with their liquor. Simmer about 15 minutes more and serve in individual casserole dishes with plenty of fresh French bread and butter, and a green salad. Serves 6 to 8.

* * *

You can think about salads in terms of canned foods, too. Fish, vegetables, or fruit can always be kept in the refrigerator, ready to serve. One busy working gal makes a genuinely good salad of sliced rounds of canned tomato aspic with well-chilled canned celery hearts marinated in a tart French dressing, and canned crab or shrimp in lettuce cups, with a quick dressing of mayonnaise, chili sauce, and India relish.

For a good opening course, melt canned Madrilène soup and pour it into cocktail glasses. Let chill and set, then scoop out the center and fill with canned shrimp which have been marinated in lime juice. Remelt the scooped-out soup and pour it over shrimp and rechill. Serve unmolded on lettuce or right in the cocktail glass with whipped sour cream.

* * *

Canned oyster purée makes a wonderful soup. I stumbled onto this years ago and order it regularly from Greenport, New York.

Bongo Bongo Soup

4½-ounce can Shelter Island oyster purée
4½ ounces half and half (beer and stout)
4 ounces milk
1 ounce Gerber's strained spinach (baby food)
Salt, pepper
Dash of cayenne pepper
Dash of mono-sodium glutamate

Mix well and heat thoroughly, being careful not to let it boil. Pour into soup cups, top with whipped cream, and slip under the broiler to toast slightly before serving. Serves 2 to 4.

* * *

When it comes to fruit salads, canned pineapple is perhaps the most adaptable. A wheel of that golden fruit can be the base for most any attractive combination. Get acquainted with some of the less familiar canned fruits, like canned grapes, canned berries, sour pitted cherries, and kadota figs. Well-chilled canned pears, topped with canned Bing cherries, crumbled bleu or roquefort cheese, and a tart French dressing, are amazingly good, served on romaine or chicory. Try folding puréed green gage plums into a whipped cream and mayonnaise dressing. Canned cranberries make good salad accents, too.

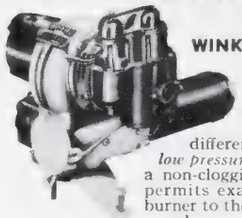
Wonderful things can be done with canned fruits for desserts, in combinations with canned rhum babas. Try a mixture of canned fruits flambé on canned steamed plum or fig pudding. One of my favorite desserts is canned nectarine halves, dotted with butter, brown sugar and spice, slipped in the oven to heat, then flambéd with brandy and served with vanilla ice cream.

Canned fruit and vegetable juices are a gal's best friend when it comes to quick refreshments or variations on the morning eye-opener. There are wonderful fruit juices ready to make delicious punches—apricot, loganberry, pear, grape juice, peach, papaya—as well as pineapple, orange and grapefruit mixed and grapefruit juices. Try mixing these in various combinations with ginger ale or seltzer, spiked with vodka or gin. A good morning greeting for Sunday brunch visitors is a Bloody Mary. Pour an ounce and a half of vodka into a chilled champagne glass, fill with chilled tomato juice and add a slice of fresh lime. Simple, refreshing, and it gets the job done without a mess in the kitchen.





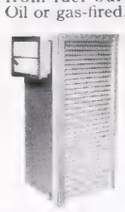
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Brand Names Foundation
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WE REDECORATE FOR $1.79

CONTINUED FROM PAGE 165

loose and that we can't afford the paint."

I could feel her bristling with indignation. "Well, you expected it to cost five dollars. You said so yourself. Now if I had actually spent the five dollars, there would be little you could do about it and you wouldn't miss it anyway a hundred years from now. Right?"

If a man is smart, his wife is always right, so I conceded.

"Okay," she said, holding an upturned palm in my direction. "Give me the five."

I gave her the five and wished the next century to pass quickly so I wouldn't miss next week's lunches.

That isn't all I wished. The next evening found Norah spraying hot water on the old paper with her vacuum cleaner attachment. I had the "easy job," as Norah put it, of loosening the wet wallpaper and guiding it floorward with a putty knife.

Let me mention in passing that all the curtains and draperies had been taken down to save them from soil and that I have never seen them since.

By the end of the evening I was looking cross-eyed and my hair was adorned with bits of wet wallpaper. I grew to accept it calmly when a large piece slapped me wetly in the face or draped itself languidly across my arm.

And I couldn't be heel enough to complain when Norah missed her aim with the spray attachment and gave me a shower. After all, dear, this was her first attempt at redecorating, and when you stopped to consider that it would have cost all of $200 for a professional job, one could endure the few minor hardships along the way. Couldn't one? It appeared that one could.

If I thought removing the old paper was a job, it was a cinch hanging the new. And after all, why should I complain? Norah had the "dirty" job. She had to smear the gooey old paste on the paper and fold it so I could handle it

(Please turn the page)

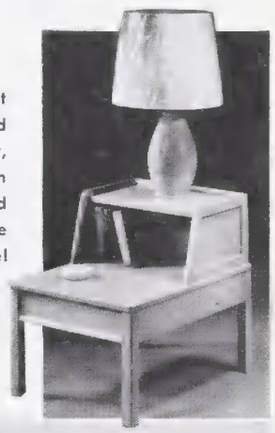
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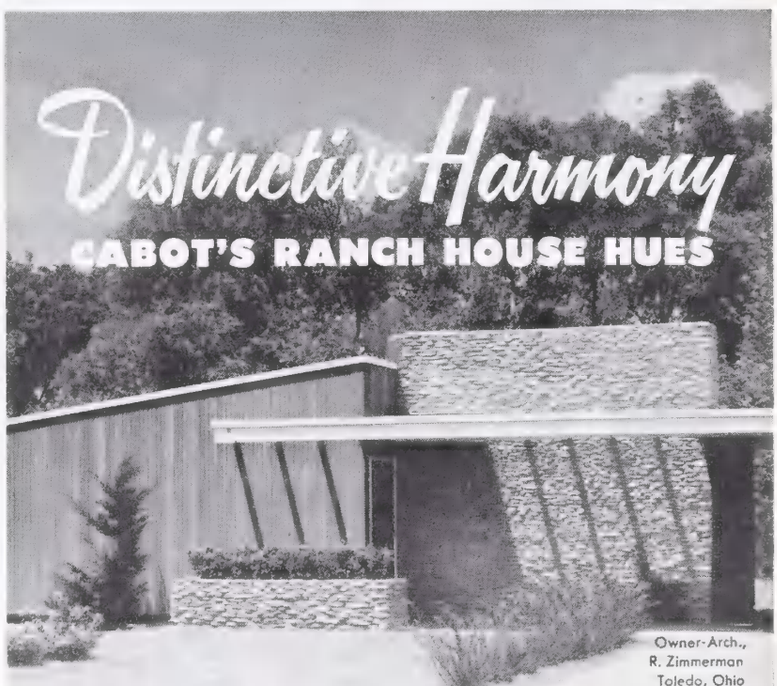
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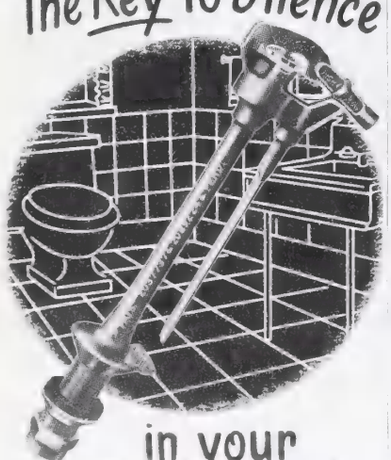
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CONTINUED FROM PRECEDING PAGE

conveniently. It was an imposition. There was no doubt about that.

We finally discarded the first two strips after I became entangled in them. Norah laughed like crazy and told me I might start a new fad with my wallpaper sarong.

But, as they say, the third time's the charm and after the first strip was hung the rest went on fairly easily with few mishaps.

Norah, having a natural tendency toward the artistic, volunteered to manipulate the working end of the paint brush. And, as I told her later, green freckles, if not becoming, were at least strikingly different. In all fairness to her, I must admit that I was as much pleased as surprised at the perfection of the finished product.

Who can blame me if I breathed a sigh of relief, however premature, when the scaffold and paint buckets disappeared from the living room? It was pure luxury to be able to light my pipe without fear of igniting transient fumes. And to go to bed at night breathing fresh air instead of fresh paint, was heaven.

I SHOULD have known things were running too smoothly. Another evening, as before, I was reading my paper and waiting for Norah to get home and start my supper. I have absolutely no domestic tendencies myself. There was a scratching and thumping at the door and I went to admit the dog. But it was Norah, at least it was Norah's hands and legs that were sprouting from a heap of parcels.

She staggered toward the divan and tossed the parcels at it, part of them spilling over onto the floor. Then she flopped down beside them.

"I'm bushed," she explained needlessly.

When she had finally removed her hat, shoes, and coat, she sat up and spread her hands in a quaint gesture. "Guess what?" she said.

Well, I'm not exactly a fool. I know who butters my bread—then snatches it out of my mouth. So I guessed, "More wallpaper?"

"No, silly, where is your imagination? This is a whole new room. Two rooms in fact."

I could have sworn my wallet started fidgeting in my pocket. "But dear," I protested meekly, "we just had two new rooms."

She brushed my comment aside. "Oh, this is different. This is curtains, draperies, slip covers, table linens—"

"But dear," I pleaded more faintly (by this time I was flat on my back on the floor), "we can't afford these things. The others are still as good as new. They practically *are* new."

"Oh, Rand, really!" Norah was disgusted with me, I took it. And how I took it—to the tune of $200. She set about explaining it to my two-year-old mind.

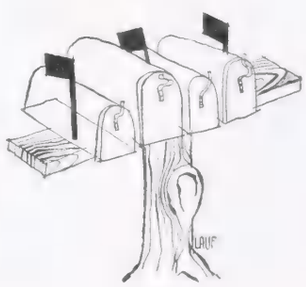
"Look," she said, "you admitted that by doing the work ourselves we saved at least $200. Right?"

"Right," I whispered. "Water—water."

But my wife is a merciless woman at best. "What's the good of saving $200," she reasoned, "if you can't spend it? If you think I am going to stash away a neat little nest egg for your next wife you are even crazier than I thought. I bought the stuff on our account so none of it came out of your *pocket*. All the redecorating actually cost was $1.79.

"Besides, the old draperies don't harmonize with my new color scheme. And if we give them to the Salvation Army we can deduct their reasonable value from our income tax. You ought to be glad I'm trying to save you money, Rand. And you never even mentioned my new hat, you brute."

If she thought that I was going to ask her where she got the money to buy the new hat, she was underestimating her man.



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Imagine! Home heating so comfortable, clean and inexpensive it's *like having the sun in your ceiling*



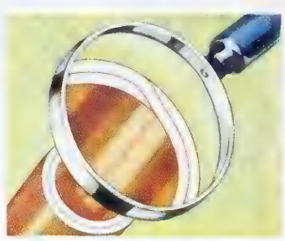
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Flowering of a Rocky Hill

The site looked hopeless until one man took it over as a spare-time project and made it a showplace



Today it is hard for the neighbors to realize that this lush garden was a bare, rocky ledge when Alfred Lilly bought it. He has done all the work himself—"best exercise in the world for a fellow tied to a desk all day." The soil is only inches deep, held in pockets in the ledge.

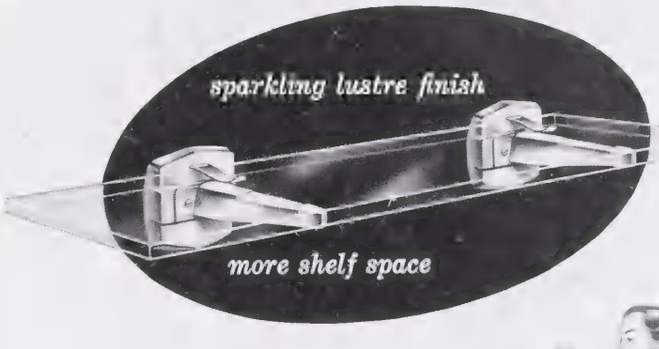
PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



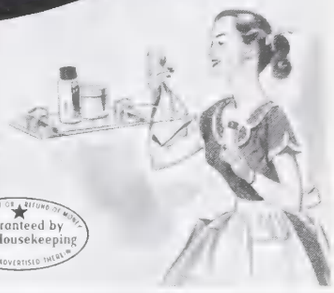
Steps carry you up a 40-foot rise in the 100 feet from the living room to the back of the garden. Lilly has taken the project slowly, planting one area after another until today the whole hill blooms. It's now an amazingly complete collection of fine rock garden plants.

(*Please turn to page* 203)

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Look, Mom, it's growing!

By Margot Gayle

The thrill a child can get out of watching fast-growing plants sprout and spread, break into leaf and finally bloom is as good, in its own way, as a trip to the circus.

Many plants fill the bill for rapid growth and easy indoor cultivation. Some are dirt cheap, grass seed for example; some are kitchen by-products such as avocado seeds; and none is actually expensive.

Right now we are starting sweet-potato vines. After three weeks of doubt, and a suspicion that "maybe nothing is going to happen," the lumpy tubers have put forth a network of threadlike roots. And at this moment, from eyes near the tops of our potatoes, are emerging neatly folded baby leaves of a color between beet-red and purple. We plan to train the potato vines to grow on strings up and around the window over the sink.

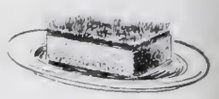


To grow sweet potatoes, which have a lovely vine with green leaves on a red stem, ask your grocer to help you get some yams that have not been kiln-dried. Since children like to see the roots grow, use glass containers with rather small necks, large enough to let about half the potato extend down into the jar of water, and yet small enough to hold the rest of the potato out of the water. If the potato tends to slip into the water, stick three toothpicks into it to form a sun-ray collar that cannot slip through the neck of the jar.



Do the same with an avocado seed which will thrust its stem, topped by leaves, up and up as if it would reach the ceiling. We t planted our two avocado plan soil and they got along fine the cat pawed up the earth in pots; after that, the plants were the same again.

Probably the most dramati of growing Gretchen and I achieved was the cheapest, grew grass. Since we live stories above the street, it without saying that we did grow the grass in our yard. Ins we grew it on a brick, and the hangs the tale.



Gretchen located a brick that brand new, with no cement to its pores. Over the top of brick I spread, as one ices a c a half inch or so of moistened ting soil. Onto it Grettie scatt ordinary grass seed over which sifted through her fingers a second layer of soil. Then meticulous care, so as not to w off the seeded soil, we watered planted surface of the brick the first and last time. After it watered itself. The trick that we kept the brick there in a platter containing a sha layer of water, and this water through the porous brick to roots of the grass on top. E day we poured a few ounces water into the platter.

The grass thrived. When tiny blades first thrust their he above the soil we thought of spr right away, although there snow outside the kitchen winc The grass grew breath-takin fast, standing straight and ten and green. When it threatened lean, Gretchen cut it with



kitchen shears, and that was too. She kept the grass cut some weeks, then one day it lowed and that was the end of th

In the meantime, her teac begged us to plant a brick for h and Grettie had got the idea creating a "scenic brick." T time we planted another brick usual, then set near one end tiny china house from the di store. A "path" to the house w made by cutting a curving st from the tail of an old rubber sh —the grass could not grow bene

(*Please turn to page* 204)

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FLOWERING OF A ROCKY HILL

CONTINUED FROM PAGE 201



The Lilly garden illustrates the close-up beauty possible in even a large garden. This was achieved because the garden was built slowly, area by area. Tricks for gaining dramatic staging of fine plants were exploited—leaves against rocks, big leaves contrasted with small, flowering plants next to non-blooming kinds, big clumps of a single variety instead of mixed plantings.

Books for Gardeners

By Carol Woodward

ısons & Results

How and Why of Better Gar-ng. Laurence Manning. Van rand. 239 pages. $3.00.

he better a gardener compre-ls the workings of a plant, the e gratifying his garden is likely e. Learning can be recreation a book like Manning's. The pter on roots begins, for ex-le, with this metaphor:

A root is a mine. It has tunnels, ts, ventilation, hydraulic lifts, working heads. Millions of ers (the cells) work on twenty-hour shifts. They are fed (you ht call it paid) only upon a s of daily moisture production."

he gardener's own bungling rts, as well as extremes of ıate, sun and shade, tempera-, and rainfall effecting his suc-s with plants are among the jects treated.

mpendium from England

Amateur Gardener. A. G. L. lyer. Transatlantic Arts. 806 $6.00.

merican gardeners have no book te comparable to Hellyer's. Of 800 pages, 700 are devoted to cific directions for growing plants. They are alphabetized in groups, but their family names are missing. Cultural methods are suited to England rather than to the United States.

The first part of the book gives universally basic information about gardening techniques. Photographs are exceptionally clear.

Pocket Size

Better Lawns, Flowers, Fruits, and Vegetables. John Hayes Melady. Grosset & Dunlap. 4 vol. $5.95; $1.50 each.

Gay-looking books of handy dimensions, these small volumes promise much, but somebody slipped up on the editing.

In the flower volume, for example, he recommends nearly every plant without cautioning; for instance, that lupines are not easy, that mugwort becomes a weed, that *Alyssum saxatile* needs replacing every few years, and that Japanese honeysuckle may smother everything in sight.

If Mr. Melady has become aware of these and other errors, I am sure that he is unhappy, for he does have otherwise helpful advice to give to the reader of this book.



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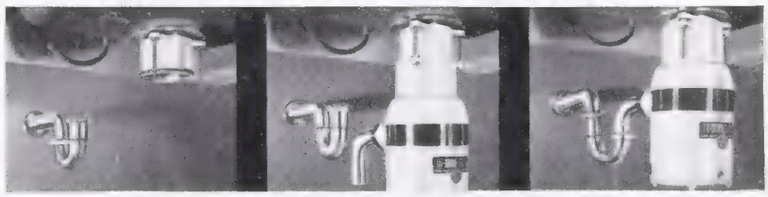
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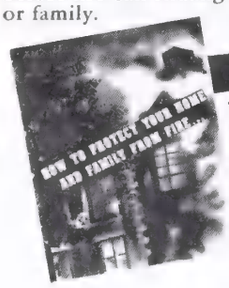
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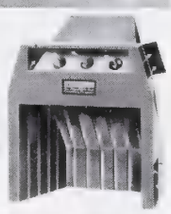
HEATFORM

The Superior Heat Circulating Fireplace

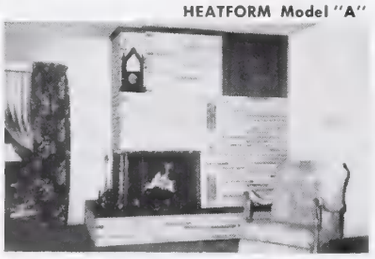
HEATFORM air chambers (which surround the firebox and dome) capture and circulate to all parts of the room, and even into adjoining rooms, heat lost up the chimney by the ordinary fireplace. **HEATFORM** is a perfect guide (hearth to flue) around which the masonry walls are easily built. It avoids faulty construction, often resulting in smokey fireplaces. **HEATFORM** fireplaces cost but little more, because the unit (consisting of the firebox, throat, dome and damper) replaces some materials and labor necessary to build the old-fashioned fireplace.



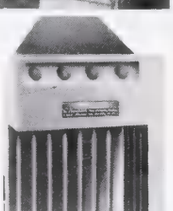
The above fireplace is built around Model "A" unit. Side cool-air inlets and front warm-air outlet were used for greater heating efficiency and economy of installation. Side warm-air outlets may be used, if preferred.



HEATFORM Model "A"



The above modern corner fireplace built around Model "S" affords view of fire from front and either side. If you prefer view of fire from front and both sides, use Model "M".



HEATFORM Model "S"

Custom-built Screens and Fuel Grates are available for all models and sizes.

Write for FREE 8-page folder

and dealer nearest you — OR ENCLOSE 50c for (11"x 9") 36-page Book of 50 beautiful interiors and fireplace designs selected from our National Prize Photo Contest.

SUPERIOR FIREPLACE CO.

Dept. HB-531, 1708 E. 15th St., Los Angeles 21, Calif.

Dept. HB-531, 601 North Point Rd., Baltimore 6, Maryland

LOOK, MOM, IT'S GROWING

CONTINUED FROM PAGE 202

it. A bit of a Chinese figurine of an old man moved along the path from the house. When the green



grass grew all around, the scene was infused with life, and the class hurried in to see it every morning. All agreed with their classmate who exclaimed: "Gee, that grass grows right while you look at it!"

On other occasions we have planted seeds from our breakfast grapefruits. These grew nicely in



pots of soil, standing like a rigid little forest of green baby trees no taller than your middle finger. They lasted for at least two months in our bright kitchen window.



My book on plants tells me that melon and squash seeds can be grown in little pots of soil, too.



Anyone from four years up enjoys sprouting beans in a saucer. Keep them moist but not wet between circles of paper cut from a paper towel. I was as startled as Grettie to see dried navy beans and dried green peas for split pea soup spring to life when kept this way for a day or two. The sprouted bean or pea can be transplanted to a bit of soil in a little dish or in a cup, and watched a bit longer, although it won't amount to anything beyond a sprig of green. But after all the important thing is that the child has *seen* it grow.

More lasting, quite beautifully decorative, and certainly exciting to watch grow, are the variety of bulbs that can be grown indoors. Of all of these, Gretchen usually begs for hyacinths, which are indeed a revelation to observe from the moment the roots reach down



into the water, until the tall spike has opened every flower to pour out perfume. Narcissus, tulips, and crocuses are easy-to-grow, nice-to-watch plants with lovely flowers to cap the climax.

For my part I consider a California Redwood tree burl—a sort of bump that can be sliced from the great trees without harming



them—fascinating to have around. We kept one in a flat Chinese bowl in about an inch of water. It sprouted delicate fern-like greenery from its rough-looking bark, and we set a Chinese figurine beside it as though beneath an ancient gnarled tree. A burl lasts for years, but the initial outlay is at least $3.

For the children, though, you actually don't have to spend a cent. The point is for them to *see it grow*, to know you can show them this wonder in your own kitchen as well as with the somewhat more costly parlor aristocrats such as lily of the valley, hyacinth, and redwood burls.

In the fall you can buy the queer little lily-of-the-valley pips with scraggly roots from almost any florist. At a price of about four pips for a dollar he also provides the artificial "soil" in which to plant them. Six make a good sho ing. Follow his instructions keeping them well watered in cool, dark place, then bring th



out to a bright spot, where, ho ever, they will not receive dire sun. Soon the show begins, a there is not a child on earth w won't enjoy it.

My daughter, Gretchen, was ni years old the first year we gre lilies of the valley in the north wi dows of our living room. Togeth we arranged them in the pottin fiber and tended them during t forcing period in a dark closet. time we brought the two turquoi bowls into our front room.



The next day Gretchen came i from school and made her first in spection. Immediately I heard he come flying to the kitchen. Almo beside herself with excitement, sh was calling, "Come look, Momm they're growing!"

This sense of adventure prevaile from day to day thereafter, as th pips busily sent up green shoot Then one day a glistening leaf un furled, the next day another. The a fuzzy frond thrust up its head Soon it stood erect. And finally i glorious succession all of the lily of-the-valley pips hung out thei rows of bells, pale green at firs changing shortly to snowy white It was one of nature's wonders.

It was a miracle of growth ove which Gretchen all but held he breath from one day to the next She still speaks of it, though sinc that time we have planted an watched together all manner greenery grow and reveal itself i the windows of our apartment.

A warm terrace in cold Canada

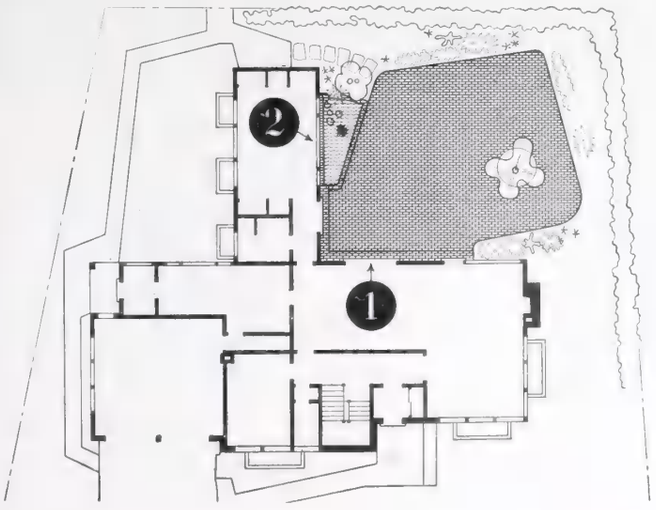
GARDEN DESIGNED BY JACK NAZAR, LANDSCAPE ARCHITECT





PHOTOGRAPHS BY MONTE EVERETT

A cold climate is no bar to owning a big paved terrace and enjoying all the comforts of modern outdoor living. The James More house in Ottawa, Ontario, proves it. Here, a patch of unused ground was found to have a compass position that made it a sunpocket. This, plus the fact that the house angle forms architectural protecting arms around the area (View 1), made it an ideal location for a brick and concrete cold-climate terrace. Irregular shape of terrace gives illusion of greater space (2).





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SHEPARD EscaLIFT

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Childers Mfg. Co., Houston 8, Texas

The New Scythette

the automatic power-driven portable Scythe



Cuts WEEDS, GRASS, REEDS 4 TIMES FASTER THAN ORDINARY METHODS

NEW POWER • NEW ENGINEERING •

Now equipped with double power, double fuel capacity. Trims weeds on rocky or uneven ground. Cuts grass or weeds close to buildings. Clips reeds at underwater growth. Cuts with ease wherever a man can walk, wade, or row a boat. Equipped with 2 h. p. motor, 1-qt. capacity gas tank, 20-inch oscillating cutter bar. Weighs only 26 lbs.

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Sawette

America's most revolutionary chain saw cuts trees, or any growth up to 6" in diameter, level with terrain while operator is in upright position. Speedy, efficient, rugged, the Sawette is the answer to heavy growth clearing problems.

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HOFFCO, INC. RICHMOND, INDIANA

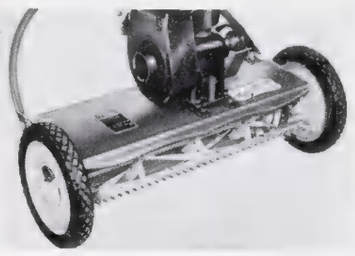
WORK SAVERS FOR GARDENERS



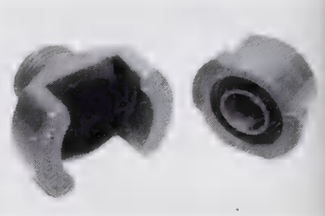
"Selka" hoe and cultivator takes much of the work out of weeding. Slips through soil, cuts weeds below soil line. Selka Co., Western Springs, Ill.



"Ebonettes" protect your hands when gardening. Especially important today when pest killers are so powerful. Pioneer Rubber Co., Willard, Ohio.



Moto-Boy "Scout" power mower has a special weed-topper blade ahead of the reel cutter to cut weeds latter brushes aside. Moto-Mower Co., Detroit.



Plastic "Hose-On" quick coupler lets you connect or disconnect garden hose with a simple half turn. Never leaks. Hose-On Products, Burbank, Calif.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



"Soaker-Spray" is a continuous length of vinyl tubing spirally perforated with tiny holes. Available in 20′ and 35′ lengths. Sprays 1′ to 20′ wide. Resinite Sales Corp., Santa Barbara.



"Lawn Fair" tank, attached to your lawn mower, provides an easy way to apply a chemical weed killer as you mow. Mount on handle, or in front of engine. Red-E Tractor Co., Richfield, Wisc.



"Streamline Blizzard" is a new style, continuous unbroken mist sprayer. Has twin nozzle, seamless brass pump, solid copper tank. Comes in pint or quart size. Suitable for household as well as garden use. D. B. Smith & Co., Utica, New York.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



"Plant Marvel" is a high analysis water-soluble plant food for liquid feeding. Spray on leaves or pour onto soil. Plant Marvel Laboratory, Chicago.

IN YOUR GARDEN

Friendly Soil

Some soils are just naturally "unfriendly." Because they are poorly structured, they pack, cake and crack — making it extremely difficult for seeds to germinate and emerge. Root formation is discouraged — water absorption is minimized — healthy growth is retarded. Other soils, once responsive, have become problem soils through abuse and neglect.

In either case, these soils can be changed to "friendly" soils—*by treating them with Krilium soil conditioner.* It makes the big difference in soil structure—maintains the soil in loose, porous, crumbly, easy-to-work particles. Water and air are readily absorbed—germination, root formation and emergence are greatly encouraged. Healthier plants come up in larger numbers.

oil structure y to productivity

il scientists agree that good soil ucture is the key to greater oductivity. The reason is very nple. Because well-structured l remains loose, crumbly and rous, it is most favorable to d germination, root formation d seedling emergence. It gives nts the right start early in life.

e problem "problem soil"

contrast to soil that is well uctured, soil that is poorly uctured will pack, cake and crack—it shrinks and tightens up under the impact of repeated sun and rain—often gets hard as a brick—acts to choke off germination, root formation and seedling emergence. Naturally, plants don't get off to a good start—many of them don't even come up. Soil like this responds to Krilium.

How to get the most from soil conditioning

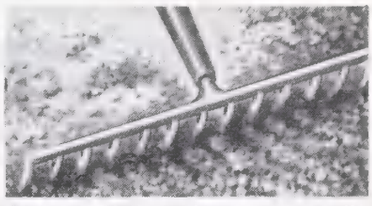
First — use Krilium soil conditioner. Its ability to maintain good soil structure is backed by the experience of soil scientists throughout the country who have tested it for years.

Next—prepare soil as you usually do when you get it ready for seeding.

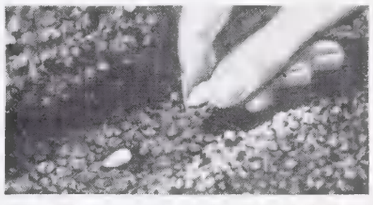
Then—mix Krilium into the soil, following simple directions. (Krilium has a lasting good effect on soil structure: it saves you hours and hours of backbreaking work for years and years.)

Easy to apply

Pictures at right show better than words how easy it is to apply Krilium.

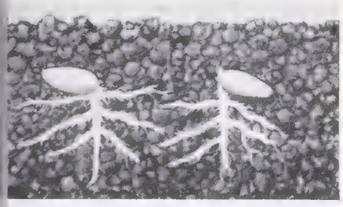


Prepare soil for seeding as you usually do. Apply Krilium to surface — then mix in.

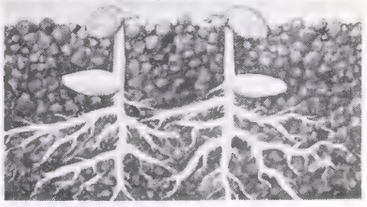


After Krilium is mixed into soil, follow your usual seeding practice.

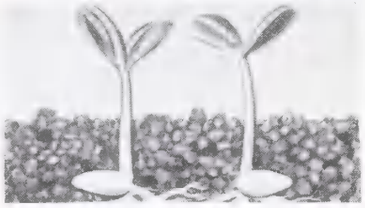
Step-by-step results of Krilium soil conditioning



is "profile" photograph shows early ge of germination in Krilium-treated . Note loose, crumbly structure.



How root formation and the beginnings of free and easy emergence are encouraged by proper soil structure.



Showing completed emergence and the formation of a strong, healthy root growth. Plants are firmly established.



Note the healthy starts for vegetables and flowers assured by Krilium soil conditioner. Gardening is a pleasure!

n't put up any longer with prob- n soil that is naturally unfriendly, has become so through abuse and glect. Get Krilium — change to ndly soil! At your dealer's — in b. and 5-lb. home-garden pack- es; in 10-lb., 25-lb. and 50-lb. full- ength formula for large-area use.

santo Chemical Company, Merchandising Di- n, 1700 South Second Street, St. Louis 4, Mo. Canada, Monsanto Canada Ltd., Montreal, onto, Vancouver.

SPECIAL—NEW FERTILIZER

Try Folium* — the new Monsanto water-soluble leaf-feeding fertilizer — companion to Krilium — available at your dealer's—in 2-oz. package for indoor use; in 1-lb. and 5-lb. packages for outdoor use.

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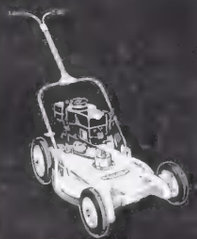
Send for FREE illustrated Anchor Fence booklet. Address: ANCHOR FENCE, 6510 Eastern Avenue, Baltimore 24, Maryland.

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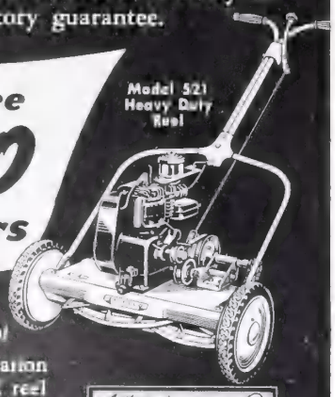
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Tree pruning is a science

There's much more to pruning than snipping branches. How the patient reacts depends upon what you do before and after cutting



All branches that should be cut off for the sake of the tree's health must come off—not just those convenient to reach. This is no job for an amateur or for one man to attempt alone. A professional treeman is perfectly safe—and heavily insured.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



This is the minimum equipment needed to do a good pruning job. It is all new (professional treemen never take chances that old equipment may break and endanger their lives or yours). Tools are sharp (dull tools aren't safe tools) and treemen thoroughly schooled.



Spraying follows pruning, must never be omitted. Winter spray can be very concentrated, since there are no leaves to be "burned." Anything less than 400-pounds pressure (better 600 pounds) is waste effort. Beware self-styled tree experts with old equipment.

BARTLETT TREE EXPERTS



Skilled pruners are on the lookout for tell-tale signs of trouble as they climb through your trees. Here are bark tunnels made by the insect that spreads the dread Dutch elm disease. Trained eyes know when to suspect hidden pests like these.



Pruning is tree surgery; so always follow it up with feeding to help recovery. Here the treeman uses an electric drill to make holes to receive the plant food. You could use a crowbar to punch the holes, as this is one job you can safely do yourself.

(*Please turn to page* 212)

MEET THE NEWEST MEMBER OF A FAMOUS GARDENING FAMILY



new instant VIGORO*

COMPLETE PLANT FOOD IN WATER SOLUBLE FORM

*Vigoro is the trade-mark for Swift & Company's complete, balanced plant food.

America's favorite plant food is now available in *two* forms. There's famous regular Vigoro. And—for those who prefer a liquid plant food—new Instant Vigoro, complete plant food in water soluble form.

You simply mix this new type Vigoro with water and sprinkle it on—as easily as you'd water the lawn or garden.

In a matter of *days* you can see results. For Instant Vigoro dissolves immediately. It makes nutrients instantly available for plant use, thereby speeding vital growth. It's ideal for transplanting, leaf and supplemental feeding.

Whether you apply Vigoro in dry form or Instant Vigoro in liquid form, you are *sure* of the results that come only from feeding *complete* plant food.

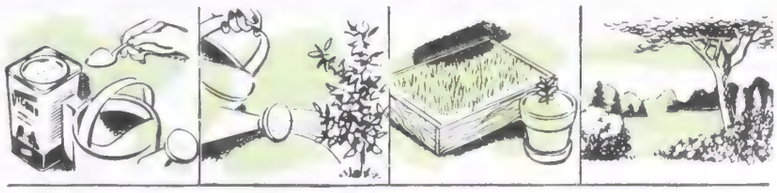
Get Instant Vigoro from your regular Vigoro dealer. Complete feeding instructions on container.

*Tiny concentrated crystals that dissolve in water and provide complete, instant feeding action.

*Can be used directly on leaves (even on exposed roots) because it's applied as a liquid.

*Like regular Vigoro, new Instant Vigoro is so complete it can make plants grow even in plain sand.

*Like regular Vigoro it's perfect for flowers, lawns, vegetables, trees, shrubs.



MASTERS Handi-cart



"Masters ALL your moving jobs"

Model 53, illustrated. Deluxe Model 20-D has tubular steel handles, rubber grips. Both 3½ cu. ft. capacity.



Strongest Yard and Garden Cart You Can Buy!

Finest cart of all, only Handi-cart gives you so many exclusive features, including: heavy gauge double-disk, welded steel wheels, rubber tires, big (2¼") oil impregnated bearings for easiest operation under heavy loads; heavy gauge steel construction and all-welded hopper to last for years under ANY load you can push or pull.



Only Masters home lawn spreaders give you the accurate, convenient "Fertilizer Miser" fingertip control of material flow. Rugged all-steel construction, strong rubber tired wheels. Four models from 18" to 36" spread.

Buy the BEST, ask your hardware or seed dealer for MASTERS!

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Once in place—always in place. No putting up. No taking down. No pointing. No storing. No repairing.

PELLA ROLSCREENS are easily installed on your present windows. No fitting or cutting necessary. A touch of the finger and ROLSCREENS *roll up* automatically onto hidden rollers. Inconspicuous. They improve appearance of your home. Make rooms lighter. Keep windows and draperies cleaner. Insect tight. Made of rust-resisting, clear-vision, AluminA wire cloth. 10-YEAR GUARANTEE. Over 2,000,000 in use. Send for interesting FREE Booklet containing easy directions for measuring. Use handy coupon below.

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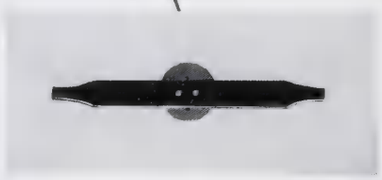
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The World's Most Widely Used Single-Cylinder Gasoline Engines



Should I buy a ROTARY or



What a rotary mower does:

- Cuts any lawn, no matter how bumpy—but gives wavy cut and usually some browning of the leaf tips.
- Mows grasses so tough that they cause reel mower to stall; even cuts tangled grass and weeds a foot high.
- Whirling blades can bang into unseen sticks and stones without permanent damage to machine. You can sharpen blade with hand file, or replace for about 50 cents.
- Simple attachment "rakes" up tree leaves in the fall, pulverizes them into a valuable mulch for the lawn.

What to look for before you buy:

1. High cutting speed: preferably 2700-3000 r.p.m. or more. This helps insure that grass is cut rather than torn off. Tearing results in browning of the tip ends of each grass leaf; lawn then takes on a brown cast within a few hours.

2. Quick, easy way to replace dull or damaged blades.

3. Sufficient horsepower: preferably 2 h.p. or more for 20" mowing, 2½ h.p. or more if you intend to use your rotary mower as a leaf-grinder.

4. Adjustable cutting height. Often height is adjusted by raising or lowering wheels of mower. Check to be sure this can be done *easily* (Is there room for a wrench?).

5. Easily attached leaf-grinder. Look for rugged construction: Cage must not bend out of shape during storage or blade will damage it during grinding.

6. Adequate safety guard. Blade should be completely enclosed so feet and fingers can't possibly get cut when engine is operating. Shield should confine any stone whirled against it during mowing. But guard shouldn't prevent you from cutting close to trees, buildings, etc.

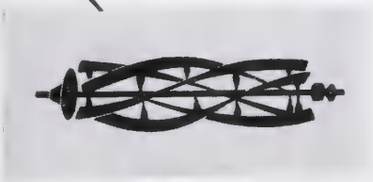
7. Compact storage size. Rotary mowers are sizable things, usually requiring twice the floor area of reel mowers. Look for stand-up handle to save storage space.

8. Absence of windrows or bunches of clippings. All rotary mowers tend to throw the grass out in bunches, some more so than others. Ask for a demonstration *on your lawn.*

9. Maneuverable machine. Look for big wheels (at least 8" diameter). Mower should roll freely, needs good bearings. Many kinds must be pushed, so look for light weight.

10. Direct-drive for maximum efficiency—so that no power is lost through belts and pulley, and fewer wearing parts. But if many rocks stick up in your lawn, better consider a belt-driven mower, protected by a shear pin.

REEL power mower?



What a reel mower does:

- Gives a velvety smooth cut—but lawn must be smooth (no bumps), mowed regularly, and kept free of sticks and stones.
- Does *all* the work (self-propelled). You just guide it.
- Cuts bluegrass ideally, but is poor for St. Augustine and bunch grasses.

What to look for before you buy:

1. Easy storage. Handle shouldn't occupy extra space beyond mower when stored. Storage space costs $5 to $15 a square foot to build; don't waste it.

2. Ability to cut at 1½- to 2-inch height. Must be a good mower to do this. *Any* mower does a good cutting job at 1-inch—but this is too low, because it results in invasion by weeds, especially crab grass, and a brown lawn in midsummer. Ask dealer to adjust demonstrator mower to 1½-inch height (invariably it will be set lower). Check to see that engine is still level. Major tilting prevents proper lubrication, results in burned-out engine.

3. Good traction. Should climb a slope without spinning the wheels. Weight should be on the wheels, not the roller.

4. Rugged construction. Reel mowers are subject to severe occupational hazards—jamming on hidden sticks and stones, etc. So look for sturdiness rather than light weight.

5. Maneuverability. Is clutch convenient for *you?* Try it! Is handle design such that mower turns easily, without forcing *you* to break your normal stride? Can *you* mow close to obstructions (some people want a quick-acting clutch; others prefer to leave clutch engaged and rock mower back on its roller). Is handle adjustable for height?

6. Sectional roller. This improves maneuverability, also prevents scuffing grass during turns. Big rollers are best.

7. Exhaust directed away from operator (you can always correct this, though, by adding a short section of pipe between engine and muffler).

8. Safety guards over chain drives.

Gasoline or electric?

Electric mowers are almost noiseless, instant starting, and considerably cheaper than gasoline—but don't forget to include cost of waterproof electric cable and outdoor outlets and repairing nicks in cable. Electrics are not practical if you have many trees on your lawn.

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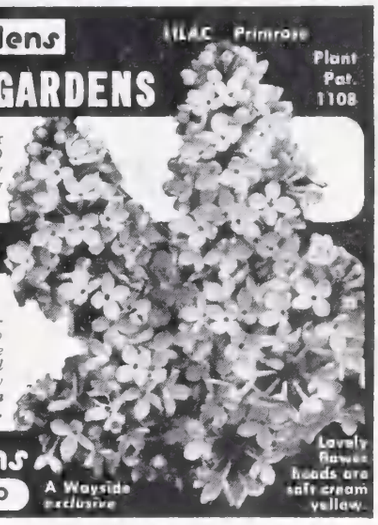
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TREE PRUNING IS A SCIENCE

CONTINUED FROM PAGE 209



Sometimes sick trees can be cured by injecting medicine directly into them. But injection is a favorite dollar-snatcher of the unscrupulous, so be sure you know your man before you let him sell you this service. Oak, maple, and elm are the usual patients.

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Lightning protection provides positive safe guard. No protected tree has ever been known to be hit. But improper installation can result in a smashed tree and a burned-down house. Copper cable is on front side of tree here only for better visibility in photograph.

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5 Towle Sterling
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CURTAINS, DRAPERIES, UPHOLSTERY & DRAPERY HARDWARE

19 *Berkshire Organdy Curtains
149 Du Pont Nylon for Curtains, Upholstery & Draperies
161 Fincastle Fabrics
170 *Hathaway Nylon Marquisette Curtains
202 *Itasca Weavers Guild
178 *Judd Drapery Hardware
64 *Kandell Everglaze Chintz
172 *Kirsch Drapery Hardware
0, 151 *Saison Open House Fabrics
11 *Sun Vertikal Panelled Draperies

FIREPLACE & ACCESSORIES

168 *Heatilator Fireplace
204 *Superior Fireplace

FLOOR COVERINGS (RUGS & CARPETS)

193 Ace Rubber Products, Inc.
169 *Bigelow Rugs & Carpets
10 *Firth Carpet
23 Goodall Seamloc Carpet
52 *Magee Carpets & Rugs
171 *Ozite Carpet Cushion
189 Holmes Wool Wilton Carpet
185 *Smoothedge Tackless Carpet Installation
73 *Wunda Weve Carpet

FLOOR COVERINGS (HARD SURFACE)

12, 13 Flor-Ever Plastic Flooring
37 Kencork Flooring

FURNITURE

216 *Baker Furniture
188 *Barton Tables
184 *Bodart Furniture
7 *Brandt Furniture
164 Burns Case Goods Corp.
174 *Colonial Mfg. Co.
198 *Craddock Furniture
17 *Dunbar Furniture
22 Extensole Tables
182 *Fancher Furniture
39 *Far Horizons Rattan Furniture
168 *Founders Furniture Co.
29 Futorian Furniture
40 Goodyear Airfoam Cushioned Furniture
202 Gravely Novelty Furniture
197 *Hekman Furniture Co.
179 *Heywood-Wakefield Furniture
158, 159 *Heritage-Henredon Furniture
191 Imperial Furniture Co.
21, 176 *Jamestown Lounge Co.
187 *Jasper Cabinet Co.
157 *Kittinger Furniture
61 Kroehler Cushionized Furniture
24, 25 Mengel Spectrum Furniture
186 Mahogany Association Inc.
82 Herman Miller Furniture
167 *Molla Wrought Iron Cast Aluminum Furniture
154 *Nichols & Stone Chairs
194 *Pelham, Shell & Leckie
190 Salterini Neva-Rust Wrought Iron Furniture
74 *Samson Foldaway Furniture
2, 3 *Sligh Furniture
146 *Stickley Furniture
164 *Union-National Furniture
205 *Willow & Reed Art Work

LAMPS

143 *Stiffel Lamps

LINENS & BEDDING

38 Cabin Craft-' Needletuft Bedspread
141 *Wamsutta Supercale Sheets

MATTRESSES

26 *Spring-Air Mattresses

RADIOS, PIANOS, MUSICAL INSTRUMENTS

186 *Bogen Electronics
158 *Connsonata Electronic Organ
144 Kranich & Bach Piano
20 Magnavox Television
83 *Wurlitzer Spinette Organ

SHADES, BLINDS, WALL COVERINGS

191 *Birge Quality Wallpapers
183 Canvas Awning Institute Inc.
206 *Childers All-Aluminum Awnings
160 *Flexalum Venetian Blinds
Inside Back Cover *Imperial Washable Wallpaper
166 Strahan Fine Wallpaper
195 *Warner Wallpaper

MISCELLANEOUS FURNISHINGS

184 *K-Veniences

Housekeeping Equipment

MAJOR & SMALL APPLIANCES

203 *In-Sink-Erator Electric Food Disposer
201 *Republic Duo-Way Disposal Unit
76 *Universal Cook-A-Matic
183 *Youngstown Kitchens Jet-Tower Dishwasher

KITCHEN CABINETS

162 *Geneva Kitchens
28 *St. Charles Kitchens

MISCELLANEOUS SUPPLIES

201 *Autoyre Kitchen Accessories
192 *Dazey Can Opener
202 *Pacific-Viking Corp.

Building

ELEVATORS

186 *Elevette & Inclinator
205 *Shepard Homelift & Escalift

HEATING, VENTILATING & AIR CONDITIONING

27 *American-Standard Heating
181 *B & G Hydro-Flo Heating
199 *Bundyweld Ceiling Radiant Heating
163 *Burnham Base-Ray Radiant Baseboard
1 *Chrysler Airtemp Year 'Round Air Conditioning
18 *Dunham Baseboard Heating
177 *Fedders Baseboard & Convector Radiators
168 *Heatilator Fireplace
165 *Janitrol Automatic Heating
173 *Mueller Climatrol
81 *Perfex Day-N-Nite Control
204 *Superior Fireplace
14, 15 *Trane Baseboard Convector
155 *Waterbury Furnace
155 *Waterbury Year 'Round Air Conditioner
192 *Webster Baseboard Heating
196 *Winkler Automatic Heating

INSULATING

175 *Balsam-Wool Insulation

PAINTS

197 *Cabot's Ranch House Hues
75 *Martin-Senour Paint Co.
198 *Ramuc For Swimming Pools

PLUMBING

193 *Case Fine Vitreous China
Inside Front Cover *Eljer Plumbing Fixtures
180 *Elkay Lustertone Sink
50 *Kohler Plumbing Fixtures
202 *Permaglas Automatic Water Heater
198 *Rockford Brass Works

WINDOWS & DOORS

196 *Gate City Wood Awnings Windows
202 *Fleetlite Windows
210 *Pella Wood Casement Windows
192 *Sun-Sash Air Control Louvred Windows
145 *Truscon Casement Windows

WOODWORK

187 *Brown's Supercedar Closet Lining
156 *National Oak Flooring Mfgs. Association
51 *Novoply Wood Mosaic Panel

MISCELLANEOUS BUILDING

148 *Blue Ridge Patterned Glass
153 *Cascade Bath Enclosure
183 *Cutler-Hammer Multi-Breaker
12, 13 Flor-Ever For Sink and Counter Tops
9 *G-E Textolite Plastic Surfacing
182 *Mississippi Decorative Glass
205 *Paddock Pools
142 *Pennsylvania Corrugated Glass
203 *Protectowire Automatic Fire Alarm System
78 *Schlage Locks
174 Sterling Sliding Door Hardware
192 *Upson Kuver-Krak Panels

Gardening

FENCES, GREENHOUSES, TOOLS & GARDEN ACCESSORIES

208 *Anchor Fence
210 Briggs & Stratton Gasoline Engines
211 *Dubois Fence
208 Excello Power Mower
212 *Gravely Tractor
206 Hoffco, Inc.
214 *Homko Power Lawn Mower
210 Masters Handi-Cart
213 *Midwest Mower Corp.
206 *Never-Stain Aluminum Chain Link Fencing
212 *Rusticraft Fence

FERTILIZERS & INSECTICIDES

200 Armour Vertagreen Plant Food
213 End-O-Weed & End-O-Pest
210 Hyponex Plant Food
207 Krilium Soil Conditioner
209 Vigoro Plant Food

SEEDS, BULBS, NURSERIES

62 Colorado Carnations
212 *Conard-Pyle Co.
212 *Earl Ferris Nursery
212 *James I. George & Son
212 *Inter-State Nurseries
213 *Musser Forests Inc.
212 *National Nursery Supply Co.
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213 *Pitzonka's Pansy Farm
213 *O. M. Scott & Sons Co.
212 *Thorndale Farm
213 *Three Springs Fisheries
211 Totty's
211 *Wayside Gardens

Automotive

147 Lincoln Motor Car
86 Packard Motor Car
49 Skylark by Buick

Foods & Beverages

192 Lee Burton Food Specialties
191 *Cresta Blanca Wine
196 *Spice Islands

Stationery & Cards

6 Crane's Fine Papers
176 *Eaton's Fine Letter Paper

Travel

85 *Canadian Government Travel Bureau
Back Cover Grace Lines

Miscellaneous

192 L. L. Bean Inc.
212 *Cosmopolitan Camp Dept.
194 Pioneer Super-Ebonettes Household Gloves

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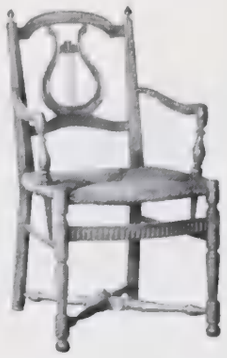
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55 Julius Goodman & Son
65 Homecrafts
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47 Spear Engineering Co.
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79 Wilson-Jump

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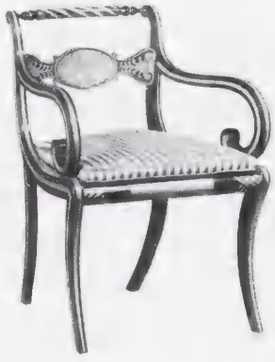
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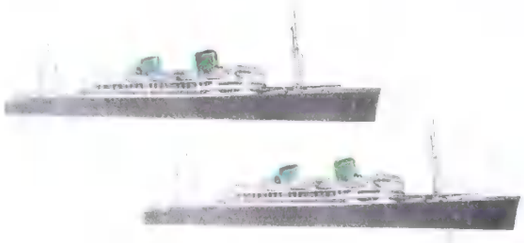
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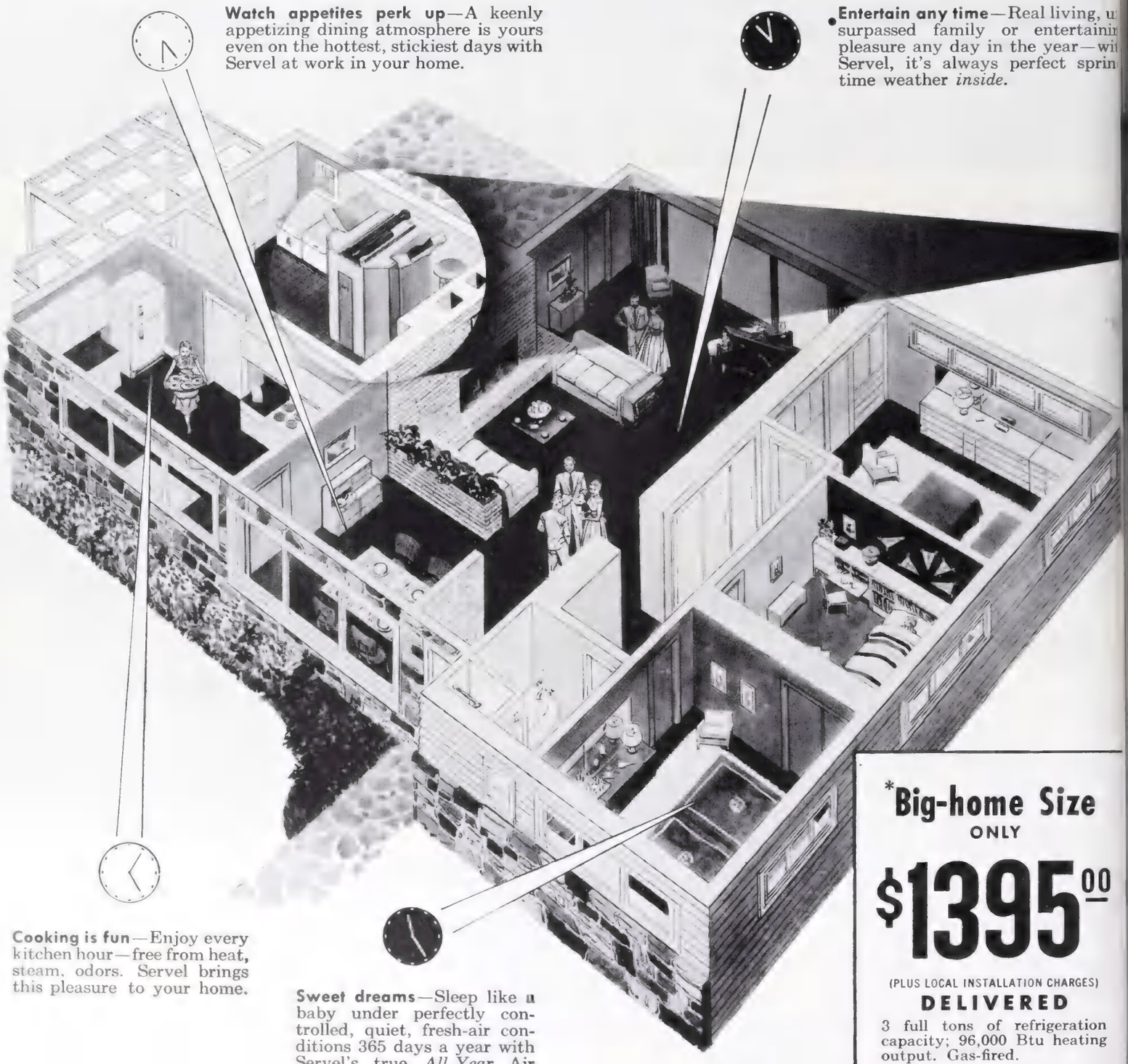
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Entertain any time—Real living, u surpassed family or entertainin pleasure any day in the year—wi Servel, it's always perfect sprin time weather *inside.*



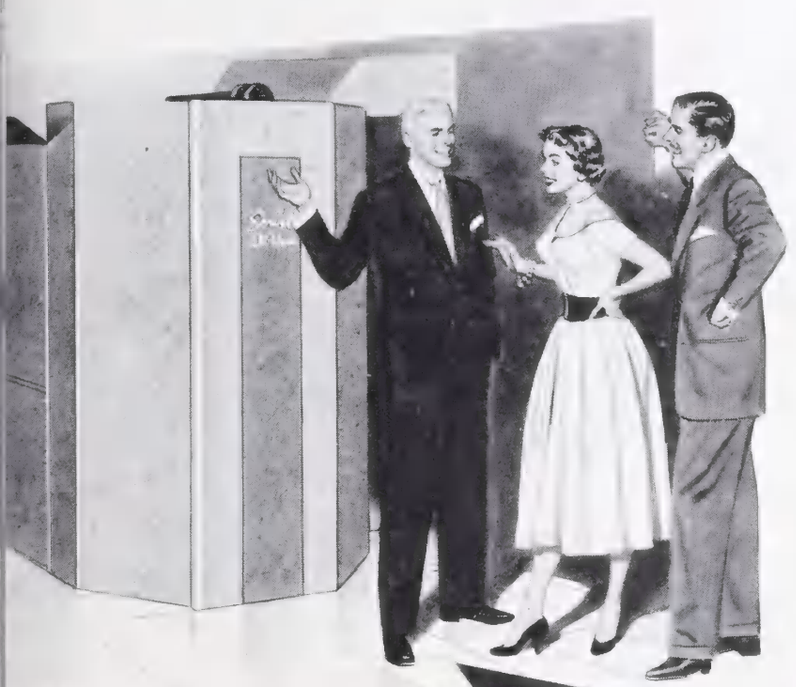
Cooking is fun—Enjoy every kitchen hour—free from heat, steam, odors. Servel brings this pleasure to your home.

Sweet dreams—Sleep like a baby under perfectly controlled, quiet, fresh-air conditions 365 days a year with Servel's true *All-Year* Air Conditioning.

***Big-home Size**
ONLY
$1395.00
(PLUS LOCAL INSTALLATION CHARGES)
DELIVERED
3 full tons of refrigeration capacity; 96,000 Btu heating output. Gas-fired.

cooling, air conditioning almost anyone can afford!

ittle more than the price of a heating system alone!



Servel year-round air conditioning for every room in your home —an amazing contribution to better living—can be yours for little more than the cost of an ordinary heating plant. The big-home size in a Servel *All-Year* Air Conditioner now delivers* for only $1395.00!

Just think! The flick of a switch gives you clean, warm, draft-free air in winter—soothing, low-moisture, pollen-free air, cooled by refrigeration, in hot weather. Name the inside climate you want; Servel gives it to you—instantly!

Extra thrifty—Cold from a flame, heat from a flame—whichever you want and from one compact unit—is a part of the secret of Servel's low-cost comfort engineering. Clean, economical gas (oil-fired unit optional at slight extra cost) makes operating costs lower.

Guaranteed long life—There are no moving parts in either heating or cooling units. This means that your Servel *All-Year* Air Conditioner is quiet, vibration-free, and upkeep low. A five-year warranty on every unit assures you of low maintenance cost.

Choose the heating plant that cools and air-conditions your home, too! Discuss Servel *All-Year* Air Conditioning with your architect or builder. See that it is included in *your* plans. Mail coupon today for free booklet that gives complete details.

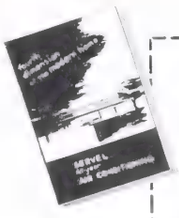
Gives you all seven air conditioning benefits

1. ***HEATS IN WINTER***—**Just select the temperature you want and it is automatically yours.**
2. ***COOLS BY REFRIGERATION IN SUMMER***—**Let the thermometer outside skyrocket! A gas flame will keep you cool.**
3. ***CLEANS THE AIR***—**Big, Fiberglas filters trap dirt, dust, pollen. Here's cleaner living—more healthful living!**
4. ***REMOVES EXCESS MOISTURE ON HOT DAYS***—**High humidity saps vigor . . . but Servel wrings out moisture.**
5. ***ADDS NEEDED MOISTURE ON COLD DAYS***—**(Slight additional cost) Just the right amount of moisture for health and comfort is added.**
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Servel

the name to watch for great advances in—

AIR CONDITIONING ✓ REFRIGERATION



***FREE*—"The 4th Dimension of the Modern Home"**

Complete story on the benefits of *All-Year* Air Conditioning. Interesting! Profusely illustrated!

Send coupon for your copy. | **SERVEL, INC., DEPT. HB-4**
Evansville 20, Indiana

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Address _____

City _____ Zone _____ State _____



PHOTOGRAPH BY MAYNARD PARKER

The architecture of the Next America is already visible in this house on our cover designed by Architect John Yeon. It combines beauty and performance, comfort and convenience, and points the way to a golden age in our daily life.

House Beautiful

VOL. 95 NO. 4

THE MAGAZINE DEDICATED TO THE BUSINESS OF BETTER LIVING

APRIL 1953

BUILDING AND ARCHITECTURE

The Next America **111**
The Next America Now Brings the Greatest Good—and Goods for the Greatest Number **112-115**
The Next America Will be the Age of Great Architecture **116-125**
The Threats to the Next America **126-131**
The Next American House by a Man Who's Going to Build One **135-145**
Little Land + Little House + Little Maintenance = Luxurious Living **146-147**
Cubism and the International Style **240-241**

DECORATING

The Next America Now Brings the Greatest Good—and Goods for the Greatest Number **112-115**
The Threats to the Next America **126-131**
A New Species of Furnishing is Appearing: Indoor-Outdoor Furniture **150-157**
Decorator's Diary **223**
Decorating Advice by Mail **192-193**

FOOD AND THE ARTS OF GOOD LIVING

In the Next America Nearly Everyone Will Cook Like a Connoisseur **132-134**
The Kitchen Kibitzer--The Freezer Can Free You **162**

GARDENING

Little Land + Little House + Little Maintenance = Luxurious Living **146-147**
The Garden of the Next America is an Outdoor Room **148-149**
A New Species of Furnishing is Appearing: Indoor-Outdoor Furniture **150-157**
Six Months Ago—Now **158-159**
New Forms With Old Textures **160-161**
This Garden is a Room **182-183**
Midtown Garden Room **199**

HOUSEKEEPING AND MAINTENANCE

It's Worth Mentioning **244**
Take It Easy, Lady! **179-181**
Pantry Shelf News **204**

TRAVEL

How to Leave Home and Like It **106**

OTHER FEATURES

Window Shopping **40-99**
Music in "The Next America" **34**
See For Yourself **100**

ADVERTISING INDEX **271**

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Sterling for the
trend to MODERN

LUNT Modern Classic

EXTRA HEAVY STERLING



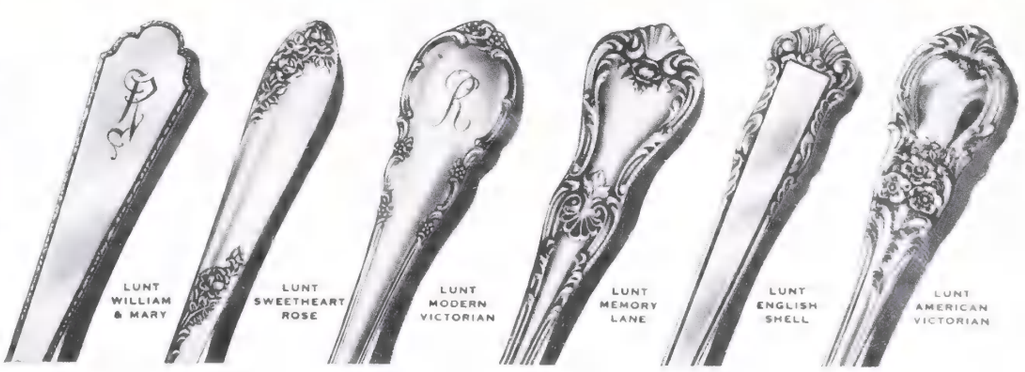
YES, a trend can speak . . . and even demand. And today a trend is saying, with unmistakable emphasis, "Consider Modern!" Thus the dictates of good taste in Sterling suggest the selection of LUNT MODERN CLASSIC in *extra heavy weight.*

Here is modern design which blends elegance with simplicity, sleek slimness of line with massive weight. Here is modern that retains beauty, that promises lasting dignity . . . not the modern that is obvious or obtrusive. Perhaps this is why MODERN CLASSIC possesses a *dual* adaptability—a surprising versatility which makes it the choice of women whose homes are the ultimate of modern or the essence of traditional. For literature and prices please address Dept. HB-I.

LUNT *Silversmiths*
GREENFIELD · MASSACHUSETTS

Lovely

LUNT
Sterling of Lasting Good Taste





Stately lines of the house are eloquent reminders of the traditions of the old South. Honeywell Zone Control installation is indicative of the trend toward wintertime comfort that has become evident in the new South.

EVEN IN THE SOUTH

HONEYWELL | ZONE | CONTROL | HELPS CREATE

Ideal Indoor Climate For The Traditional Home

Now you can have the exact temperature you want—in every room—with Honeywell Zone Control



THIS handsome house, located on a wooded hill overlooking the campus of the Georgia Institute of Technology in Atlanta, is the home of the president of the institution. Colonel and Mrs. Blake R. Van Leer have lived here since the home was built in 1948.

In keeping with the latest development in comfort, the house is equipped with Honeywell Zone Control.

When the Van Leers, working with the Atlanta architectural firm Toombs and Creighton, had developed the floor plan, they realized no ordinary heating control system would do.

As Mrs. Van Leer, herself a graduate architect, puts it, "We saw that we had three separate heating problems — living, service and sleeping. The only way to insure wintertime comfort—even in our relatively mild climate — was to consider each of these three areas as separate heating zones."

This was done, with a separate thermostat system controlling each of the three zones.

And today, no matter what the winter weather, the Van Leers and their guests enjoy the right degree of warmth—in all parts of the house.

So why don't you, no matter where you live, ask your architect or heating engineer about Honeywell Zone Control? When you have it installed, you, too, will enjoy ideal "indoor climate" all winter long—in any weather.

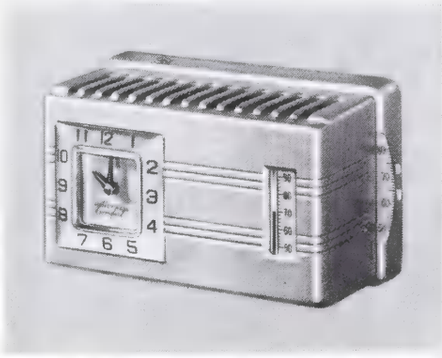


An individual thermostat in the spacious living area of the Van Leer home (heating zone 1) easily compensates for solar radiation on sunny winter days—without making the rest of the house uncomfortably cool. And the setting can be lowered to insure comfort even when the room is crowded with people at a reception without affecting temperatures in the rest of the house.



A separate thermostat in the upstairs sleeping area (heating zone 3) keeps bedrooms healthfully cool at night. And during the parts of the day when these rooms are not in use, temperatures may be lowered to save fuel — without upsetting the comfort balance in either of the other two zones.





HONEYWELL CLOCK THERMOSTAT

Owners say the Honeywell electric or electronic clock thermostat is wonderful because it turns *down* the heat—automatically—when you go to bed, and gives you a nice cool room to sleep in; turns *up* the heat—automatically—while you're still asleep, and your home is warm when you get up. Saves you fuel, besides! The clock thermostat is ideal for use with zone control.

Only with Zone Control can you

1. remove wintertime chill from rooms with large glass areas—*without overheating* the rest of your house.
2. maintain special areas of your home (bedrooms are a good example) at low, fuel saving temperatures when they're not in use—*without underheating* living areas.

MINNEAPOLIS **Honeywell**

First in Controls

MINNEAPOLIS-HONEYWELL REGULATOR CO.
2739 Fourth Ave. South
Minneapolis 8, Minnesota

Gentlemen : I'm interested in learning more about how Zone Control can help make my house more comfortable by compensating for picture windows, fireplaces and other temperature control problems. Please send me your free Booklet, "Plan to Enjoy a New Concept of Living Comfort in Your Home."

Name .....

Address .....

City ..... Zone ..... State .....

For a Fresher, Brighter Tomorrow!





Billow Fluff

REPLACEMENT OR A REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Yes, for a fresher, brighter tomorrow, sleep your best tonight . . . on a soothing Billow Fluff with matching box spring. The Billow Fluff's original "Mattress Within a Mattress" construction is made for better rest — and one night's test will prove it. The Billow Fluff's unconditional 10-year guarantee makes it a truly outstanding value. So, for quality, appearance, careful construction, and so many versatile features, all combined in one unit, insist on the Billow Fluff!

A DEN-MAT Product

DENISON MATTRESS FACTORY
DENISON, TEXAS

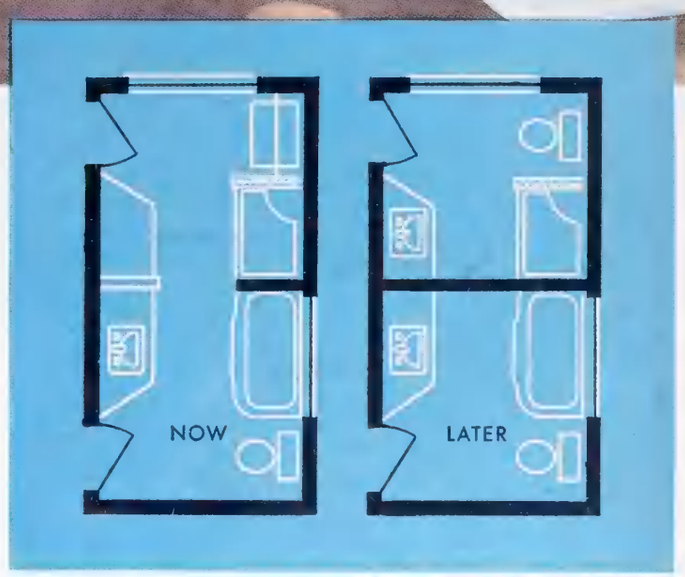
a bathroom that grows with the family

If you have youngsters in the family, here's a practical idea in bathrooms that will solve a major problem when toddlers become teen-agers.

You see this bathroom above as it is in the beginning, beautifully and enduringly equipped with all these Crane comforts: Crane Elayne counter-top lavatory, Crane Criterion bath and Crane Drexel water closet. In the background is the nursery bath, complete with bathinette and complemented by a 42-inch Crane Lahoma bath with integral seat.

Later, when the children have reached the age of wanting—and needing—a bath of their own, a second Crane lavatory is placed in the counter space already provided, a partition erected across the room between the lavatories and a Crane water closet installed where the bathinette stood. There you have it—one bathroom becomes two!

Want complete details, including decorating suggestions, of this bathroom that grows with the family? Then ask your local Crane Plumbing Dealer for free, four-page folder. Or write to Crane Co., 836 South Michigan Avenue, Chicago 5, Illinois.



NOW: A complete bathroom for Mother and Dad with easy access to the nursery bath.

LATER: Simply adding a wall, another lavatory and a second water closet makes two bathrooms of one.

COME TO

CRANE

FOR IDEAS



Naugahyde upholstered furniture by Hibriten Chair Company, Lenoir, N. C

Live
Casually...
Comfortably...
Colorfully...

with

ELASTIC U.S. NAUGAHYDE*

VINYL UPHOLSTERY

At first touch you can ***feel*** the difference between fine Elastic U. S. Naugahyde vinyl upholstery and conventional plastics. In the new textured finishes or in Burnished Antique smooth leather-like finish, Naugahyde is so warm to the hand . . . so attractive to the eye.

But there's a difference you cannot see. The strong knitted yarn backing that resists splits or tears yet stretches under pressure for greater seating comfort.

For today's casual, comfortable, colorful way of living, there is no finer upholstery fabric than Elastic U. S. Naugahyde.

GOLD THREAD—(swatched here and on chair in background in Palomino; chair in foreground in White)—Texture with elegance. 12 colors.

BARK—(swatched here and on the three-piece sectional in Brown)—Texture in the modern manner in the newest Earth Tones. 9 colors.

TWEED—(swatched here in Almond)—Nubby texture with an outdoor look in a durable vinyl upholstery. 8 colors.

TAHITI—(swatched here in Lagoon)—Texture in the Pacifica mood for colorful casual living. 9 colors.

BURNISHED ANTIQUE (swatched here in Crimson)—Smooth, leather-like texture and grain. 20 colors.

Elastic U. S. Naugahyde. The vinyl upholstery backed with knitted yarn strength.



*Patent Applied For

UNITED STATES RUBBER COMPANY · Coated Fabrics Department · Mishawaka · Indiana



Decide on color. Remember, neutral tones permit more color variation in other furnishings; bright hues are dramatic; use middle tones for colorful rooms without vivid contrasts.



Choose a patterned or solid-colored carpet, letting the overall decorating scheme be your guide. Generally, a solid carpet is best for a room in which patterned furnishings predominate; whereas, a patterned carpet complements solid-colored furnishings.



Consider the decorative value of texture. High and low loops, or tufts, in the same carpet can create some very exciting effects. Sculptured carpets, for example, give room interiors a luxurious flavor; nubby textures a feeling of stylish informality.



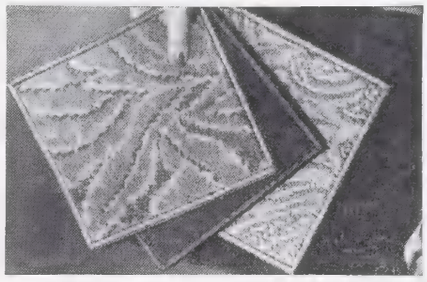
Be practical in your choice. Your dealer can help you make the best carpet selection in relation to: the number and ages of children, amount of traffic in your home, color and motif of other furnishings, etc.

13 Pointers on how to get the best value for your carpet dollar!

A FEW MINUTES SPENT READING this and the following two pages will work wonders toward helping you get the longest-lasting and most satisfying return for your carpet dollar.

- **Since** the carpet is the most-used of all furnishings—and covers such a large area that it invariably is the key to your entire decorating scheme—you can readily see why it is important for you to be especially careful to choose the carpet that will give you the most service and satisfaction over the years.
- **That's why you should** make it a point to plan before you buy. That is, get a good idea of what you want before you go shopping for that new broadloom* by reading decorating articles in magazines . . . by talking to your friends . . . and by discussing color, textures, patterns, etc. with your family.
- **Above all, study the 13 tips** for carpet shoppers on this page; remembering, in particular, these three important things: (1) Buy from a dealer who is both reliable and well-informed; (2) Insist on a well-known, nationally advertised brand of carpet; (3) Buy the best grade you can afford, as the better grades actually offer you greater value per dollar.

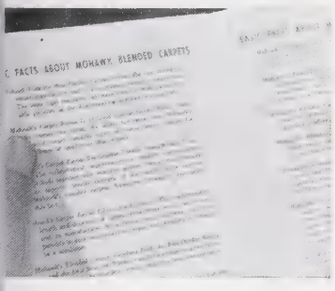
**Any seamless carpet or rug over 54 inches wide.*



Don't worry about differences in weaves. All weaves are good and come in a wide range of qualities that have admirable traits to suit varied tastes, incomes, needs. So don't try to become an overnight "expert"—let your retail dealer advise you.



Ask your dealer about recent developments in carpet weaving materials. Pay particular attention to the revolutionary new man-made fiber, carpet rayon—a fiber that boasts advantages never before available.



Learn about sturdy carpet rayon and wool blends. Combining the best qualities of *both* fibers, blends give you carpeting that is durable, lustrous, easy to clean—and generally lower in cost.



Give serious thought to wall-to-wall carpets if you are a homeowner or intend to stay at your present address for a long period. Wall-to-wall carpets make rooms seem larger, more luxurious; tie adjoining rooms together; make housekeeping easier.



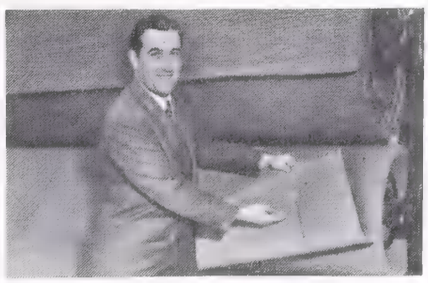
Buy a room-sized rug if wall-to-wall is impractical for you. Pre-cut to fit almost any room, "Customade" room-sized rugs cost somewhat less than wall-to-wall; can be turned to equalize wear; and may be easily taken with you if you should move.



Get the right size for your room. Make certain the room-sized rug you choose fits properly. Unless it is within a few inches of the wall at all points, it will look skimpy and make your room appear smaller.



Select the best grade you can afford. But, remember, different makes of carpets selling at the very same price may vary considerably in quality. It's wise to buy a well-known, reliable brand.

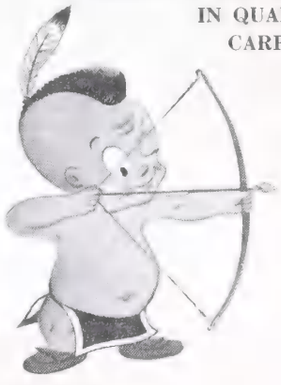


Buy a nationally advertised brand and deal with a reputable store—one in which you have complete confidence. This is particularly important, for it is by far the surest way for you to get all the value and satisfaction your carpet dollar can deliver.



Insist on a good carpet cushion. National Bureau of Standards tests prove that cushions make carpets wear 73% to 146% longer. Here, again, you should buy the very best grade you can afford—one that bears a nationally famous brand name.

TURN THE PAGE FOR TODAY'S BEST BUYS IN QUALITY CARPETS



THIS AND THE NEXT TWO PAGES ARE VALUABLE FOR FUTURE REFERENCE



Spring Carpet

See The World's Finest Selection Of Glamorous Exciting New Weaves . . . Now At

SPRING is in the air—and fashion's on parade—during the spectacular nationwide Mohawk Spring Carpet Festival! So come one, come all, and feast your eyes on the gayest, grandest carpets and rugs ever loomed! They're all on display—now—at your nearby Mohawk dealer's!

● **You'll see** the world's loveliest carpets, dressed in gorgeous colors as brisk and radiant as spring itself. You'll discover dramatic new patterns—both modern and traditional—magnificently designed to fit every mood and to blend with every decorating scheme!

● **You'll marvel** at stunning new Mohawk textures and smart new

PICK *YOUR* FAVORITES FROM

1. Marlborough.† Handsome period floral with gentle pastel shades on warm beige ground. Blended yarns. $10.95

2. Marlborough.† Superb three-dimensional leaf effect in beautifully highlighted grey, green, beige or rose cinnamon. Blend. $10.95

3. Meriden. Embossed leaf motif. Blended. In handsome shades of grey, apple green, forest green, cocoa, beige or rose. $10.95

4. Coventry. Three-dimensional scroll design in high-low pile. Blended. In grey, apple green, forest green, cocoa, beige, rose. $10.95

5. Trendtex *Moh-weave.*† A magnificently conceived new random-textured, patented weave. All wool. Available in green, beige, rose, grey, red, hunter green and nutria. $10.50

6. Grosvenor. Classic leaf in high-low loops. In green, grey, beige or rose. All wool. $13.95

7. Woolripple.† Regal red. Amazing low-cost blend. Beautifully textured. Also in six other solid colors, both deep and pastel. $5.95

8. Meriden. A patented Mohawk weave with cut pile contrasted against textured loop yarn. Blended. In six distinctive colors: pearl grey, beige, old rose, cocoa, apple and forest green. $10.95

9. Royal Victory.† A lovely contemporary embossed leaf cluster executed in rose cinnamon. Blended yarns. Also available in self-tones of green, beige and grey. $6.95

10. Hampden.† Flowing, embossed-type leaf in two-level texture. Blended. In self-tones of grey, green, beige or rose cinnamon. $8.50

11. Grosvenor. Wave motif in high-low looped texture. All wool. In five decorator colors—rose, peach, beige, green or grey. $13.95

Moh

MOHAWK CARPET MILLS, INC.



Festival

New Colors . . . Dramatic New Patterns . . . Your Friendly Mohawk Dealer's!

economy weaves . . . the breath-taking elegance of Mohawk's high-and-low pile effects . . . the superb styling and remarkable luxury of carpets woven from choice imported wools and new man-made miracle fibers!

● **Yes, you'll thrill** to the most complete line of outstanding, fashion-wise rugs and carpets you ever saw—so don't miss out! Visit the nearest dealer featuring the sensational Mohawk Spring Carpet Festival and be assured of getting the most value and satisfaction for your carpet dollar! All Mohawk carpets and rugs are reasonably priced and many friendly Mohawk dealers can arrange convenient monthly terms, if you wish!

THIS GREAT MOHAWK SELECTION

12. Hampden.† Modern abstract texture design in a symphony of fashionable brown tones. Also available in grey and green combination. Blended yarns. $8.50

13. Arroyo. A textured carpet in high-and-low looped pile. Overall geometric design. Available in choice of six smart colors: pearl grey, beige, old rose, cocoa, apple green and forest green. A blend. $9.95

14. Hampden.† 18th century floral with self-tone grey leaves and contrasting green leaves on grey ground. Blended yarns. $8.50

15. Startex Evertwist.† A pleasing hard-twist, three-ply, all-wool carpet. Nubby textured. In royal red and seven other colors. $10.50

16. Coventry *Modern Scroll.* A masterpiece of design woven with high-and-low looped pile. In cocoa, rose, grey, beige, apple green or forest green. Blended yarns. $10.95

17. Marlborough *18th Century Floral.*† A leader in the medium-priced field. Blended, with floral motif predominating in softly muted shades. Grey or rose background. $10.95

18. Royal Victory.† Embossed effect. Self-tone scrolls in grey contrasted on red or green ground. Blended. $6.95

19. Legation Evertwist. A gorgeous three-ply, all-wool twist in hunter green. Also available in apple green, foam green, dusty rose, platinum grey, dove grey, champagne beige, gold, spice brown, royal red and porcelain blue. Nubby texture. $13.50

Carpets denoted as blends are woven with choice imported wools and sturdy carpet rayon for greater beauty, wear and economy. Approximate prices per square yard—vary by locality.

†*Also available in Customade room-sized rugs.*

awk

AMSTERDAM, N. Y.

Beauty in the bathroom

...and a family bath at that!



MOST family bathrooms have reputations for not being very pretty . . . too often the charm of a beautiful home stops at the bathroom door. If you're one of those homemakers who has a sinking feeling when anyone outside the family heads for your bathroom, don't be discouraged . . . there is a solution.

Imaginative decoration, a few smart accessories, and the handsome richness of a floor of Armstrong's Rubber Tile can make your bath one of the prettiest rooms in your house.

Style was brought into this bathroom with colorful chintz that was applied to the walls like wallpaper. The chintz pattern inspired the room's closely harmonized color scheme, and the refined good taste of the floor of Armstrong's Rubber Tile is a rich background for its brilliant colors. This floor's lustrous, smooth plate finish also makes an important contribution to the luxurious effect.

You'll appreciate other features of Armstrong's Rubber Tile, too. Its remarkable resilience underfoot is apparent the moment you walk on it. Dirt can't cling to its exceptionally smooth surface, and the precision-cut tiles permit a crevice-free, splashproof installation.

No matter what color scheme you may choose, you'll find harmonizing colors in Armstrong's Rubber Tile. Your Armstrong flooring merchant will be glad to show you the wide color selection—and, if you wish, work out a special floor design. You'll find his decorating experience helpful when you start planning your bathroom.

Send for free booklet containing full information about Armstrong's Rubber Tile and the complete range of colors available. A floor plan of this bathroom with a fixture layout and list of furnishings will also be sent free on request. Just drop a post card, with your name and address, to Armstrong Cork Company, Floor Division, 5304 Atkins Ave., Lancaster, Pennsylvania.

A step up to the tub makes bath time safer for youngsters, gives Mother a place to sit while scrubbing small ears. Garment pegs are placed at convenient heights for the small fry. The bold flower motif around the mirror was cut from the same chintz used on the wall in the alcove. The curved dressing table provides plenty of space and has a plastic top of Armstrong's Corlon®. The floor is Armstrong's Rubber Tile, Style No. 649, Cypress Green; the step, No. 609, Ecrulette.



ARMSTRONG'S RUBBER TILE

MADE BY THE MAKERS OF ARMSTRONG'S LINOLEUM, ARMSTRONG'S ASPHALT TILE, ARMSTRONG'S QUAKER® RUGS

you parked your furniture in front of your home

you do your car . . .





You'd be Proud if it's Johnson furniture

ILLUSTRATED: *Tawny finish mahogany breakfront from the Country Directoire Dining Room Group*

Founder Member
Grand Rapids Furniture Makers Guild

. . . because Johnson is furniture for those who are satisfied with nothing less than the very finest in design and quality.

Choose **Johnson furniture — contemporary, traditional or provincial — at leading stores and accredited decorators**

JOHNSON FURNITURE COMPANY

JOHNSON HANDLEY JOHNSON CO.
GRAND RAPIDS, MICHIGAN

JOHN STUART, INC., *New York Showrooms, Fourth Ave. at 32nd St.*

With Luxury China With Everyday Pottery

QUAKER LACE is today's smart fashio

Versatile, beautiful, *practical* . . . Quaker Lace Cloths, with their exquisite designs inspired by old-world lace, fit in so perfectly with your modern way of living and entertaining. Quaker Lace Cloths are a wonderful economy, too. Homemakers, young and old, cheer these Quaker features: How quickly wrinkles smooth away—how easily spots sponge off—and washing, when needed, is no chore at all.

See the fascinating new patterns at your favorite store, including Quaker Cloths of Orlon . . . Quaker's Fantasy, Florentine, and Como Cloths in *color*.



Baroness Pattern No. 5380
Pat. Applied for (*Rayon and Cotton*)
ACCESSORIES BY GEORG JENSEN, IN

Quaker

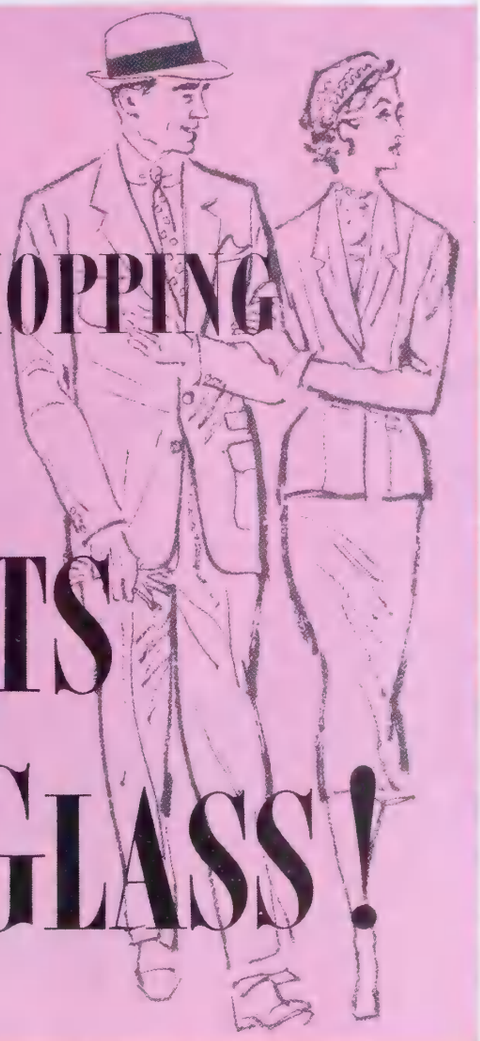
LACE CLOTHS

Quaker Cloths in sizes for any table. Priced from $5.95 to $49.95 depending on cloth size and quality.

Quaker Lace Company, Philadelphia 33, Pa.
Sales Office: 330 Fifth Ave., New York 1, N. Y.

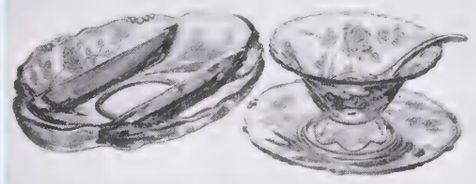
Also makers of QUAKER CURTAIN
QUAKER NYLON HOSIERY *and* QUAKER COLONY BEDSPREA

LET'S GO SHOPPING FOR GIFTS IN GLASS!





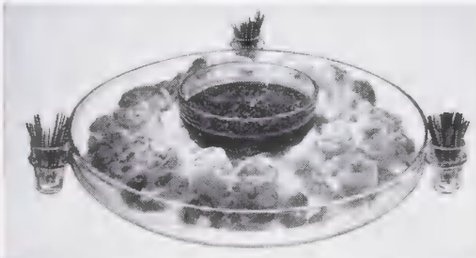
Let 'Em Eat Cake and serve it from this 11-inch footed cake plate in the popular Heisey Williamsburg pattern, $5.25.



Gift For Your Hostess. If you want to be invited back, give her this etched Heisey Rose 3-compartment relish dish, $6.25 or the 3-piece mayonnaise set, $5.40.



New Fashion In Old Fashions. Drinks can't slip off this modern wood tray with its smart metal trim. Six hand-blown glasses and tray.



Heisey Hostess Helper. A star performer, this large Saturn crystal bowl for shrimp, center bowl for sauce, and 3 removable toothpick cups. Wonderful too, for salads, snacks and flower arrangements, $8.50.



orth Crowing About! Drinks te better poured from this Heisey oster shaker with leakproof stopper d strainer, $8.00. Matching hand-wn cocktails, $1.55 each.



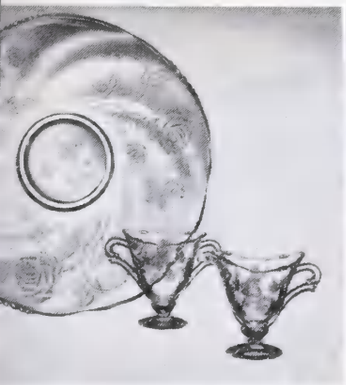
Good Mixer For Salad Days. For those occasions, choose this 10-inch Heisey crystal bowl in a circular wooden base, with a wire "perch" for the wooden serving fork and spoon.



Gifts For Gourmets. Give them this Heisey Puritan 6 oz. French Dressing Bottle, etched "Oil and "Vinegar" for easy mixing, $4.00 or this Puritan 4 oz. Bitters Bottle, $3.75.



For Candlelight And Flowers. Heisey recommends this crystal console set . . . a Waverly crimped bowl, $3.50 and a pair of two-light candlesticks, $9.50.



ood Anytime, For Anyone. If ou've run out of ideas for giving, ou'll be right with this beautifully tched Heisey Rose 14-inch party late, $6.00 or the matching sugar nd cream set, $5.00.



A Bride Idea! Know someone who's getting married? She'll love this Heisey epergne with sparkling hand-cut prisms. Hand-blown vase in center is removable in favor of a third candle, $12.00.

Give Heisey — America's "Most-Gifted" Crystal. See these lovely gifts (and many more) in truly fine handmade American crystal at your Heisey dealer or write for illustrated folders. A. H. Heisey & Co., Dept. H-4, Newark, Ohio.

Heisey

CRYSTAL

The finest in glassware, made in America by hand

PRICES LISTED SLIGHTLY HIGHER WEST OF DENVER

Your rooms will be brighter...your work will be lighter...

with Pella® **WOOD CASEMENT WINDOWS...**





NO SCREENS TO PUT UP, take down, paint or store. Inconspicuous Pella Rolscreens roll up and down like window shades. The *original* inside screens!

NO STORMS TO STORE, put up or take down or paint. Pella Casements are Dual Glazed to protect against winter cold and summer heat! The year-'round storm windows!

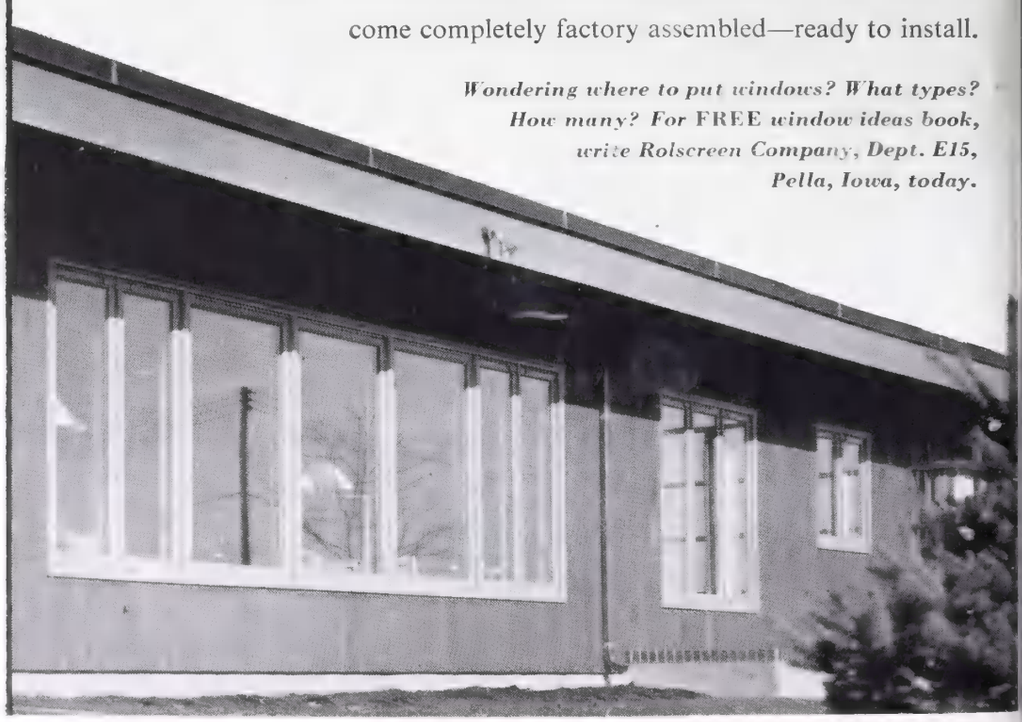
MORE PEOPLE ARE PLANNING WITH Pella

CASEMENT WINDOWS • ROLSCREENS • VENETIAN BLINDS • WOOD FOLDING DOORS • MULTI-PURPOSE WINDOWS • LITE-PROOF SHADES

ROLSCREEN COMPANY, Pella, Iowa

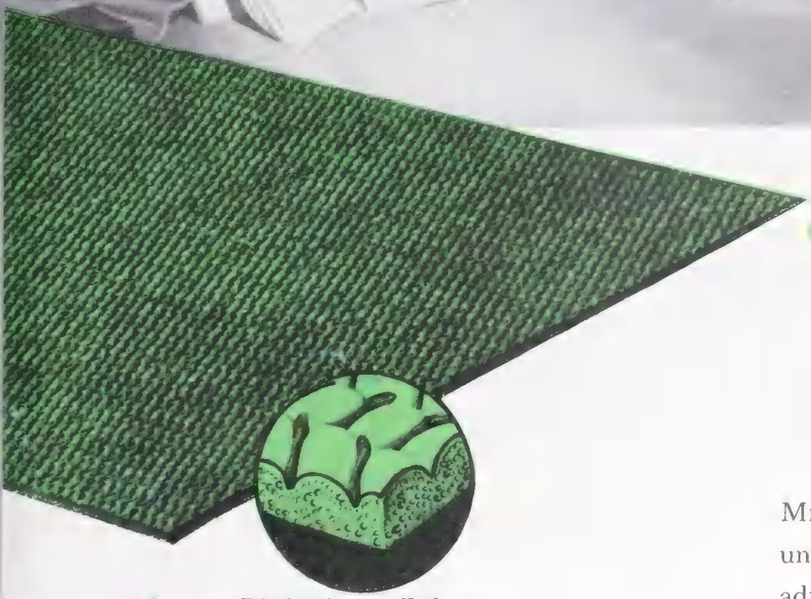
Pella WOOD CASEMENT WINDOWS fit perfectly into your building or remodeling plans. Hundreds of beautiful, exciting window arrangements can be achieved by combining stock-size Pella windows; Rolscreens and Dual Glazing do away with your annual screen and storm window worries. You'll live in draft-free comfort because sash is weatherstripped on all four sides. And you easily clean both sides of Pella windows from inside the house. Pella windows come completely factory assembled—ready to install.

Wondering where to put windows? What types? How many? For FREE window ideas book, write Rolscreen Company, Dept. E15, Pella, Iowa, today.



"There's really only one choice, Mrs. Jones,





Distinctive waffled surface makes carpets non-skid. SUPREME is vermin-proof, lays flat, can be easily installed by you.

..it's fremont Supreme"

SPONGE RUBBER RUG CUSHION

Mrs. Jones has a "feel" for quality when she selects the unsurpassed Fremont SUPREME. Just as the neighbors advised, it absorbs walking noise, makes carpets look thick and feel "alive" while adding many years more wear. Be a Mrs. Jones yourself and make Fremont SUPREME your first and only Rug Cushion choice.


RUBBER STAIR TREADS


FOAM RUBBER


VINATILE and VINATOP


SPONGE RUBBER RUG CUSHION


RUBBER TILE


PLASTICS


VINYLCORK

Fremont Rubber Company

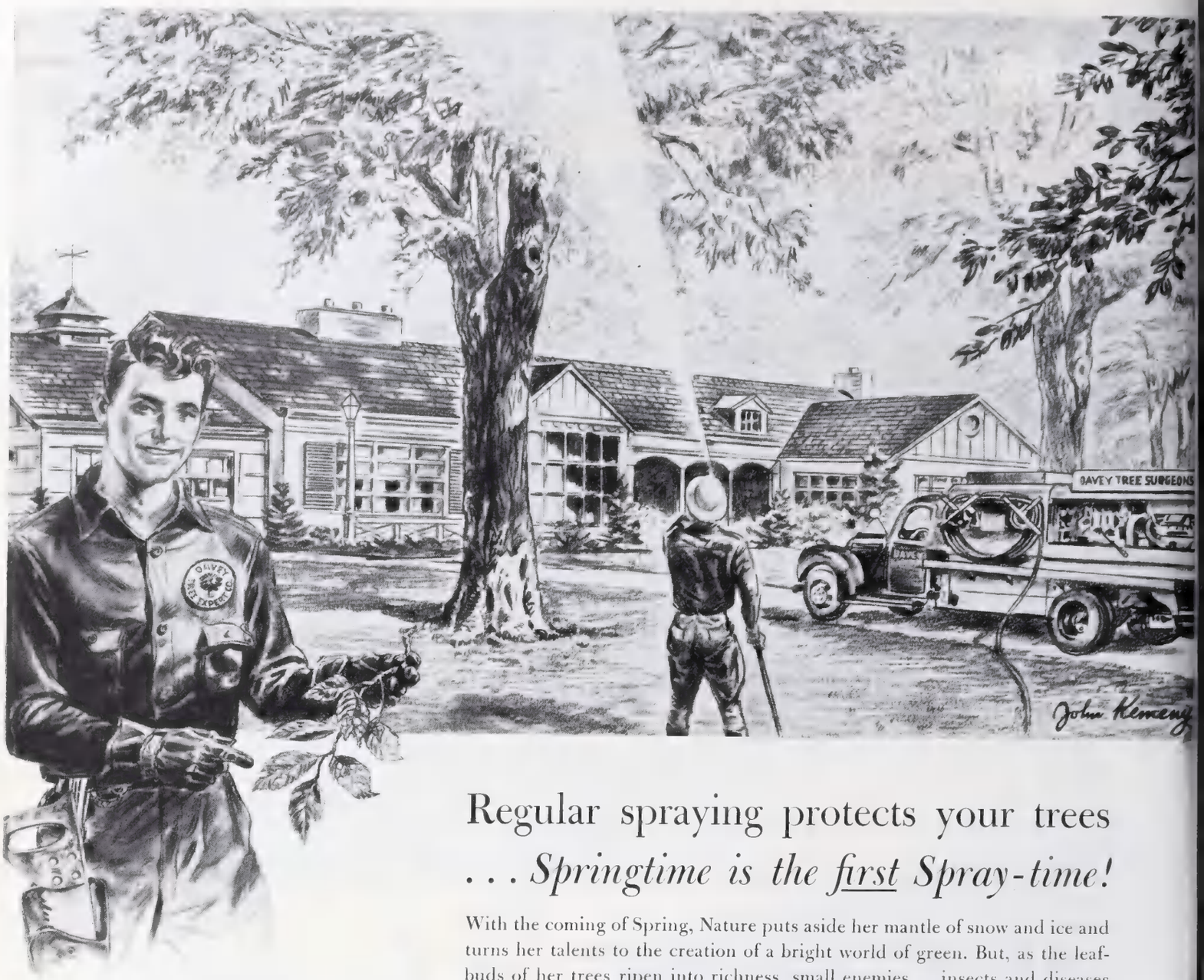
305 McPherson Highway, FREMONT, OHIO

Dept. 313, Fremont Rubber Co., Fremont, Ohio
Gentlemen:
Find enclosed 10c (coin) for descriptive literature on SUPREME Sponge Rubber Rug Cushion.

NAME _____

STREET ADDRESS _____

CITY _____ STATE _____



Regular spraying protects your trees . . . *Springtime is the first Spray-time!*

With the coming of Spring, Nature puts aside her mantle of snow and ice and turns her talents to the creation of a bright world of green. But, as the leaf-buds of her trees ripen into richness, small enemies . . . insects and diseases alike . . . seek to destroy the foliage that is meant to give you summer shade as well as beauty.

Beginning with Springtime, *regular* spraying helps keep your trees beautiful and vigorous by reducing the insect population and egg-laying . . . and by preventing small infestations from becoming serious later.

You can safely trust the care of your trees to the Davey Man, for he is a highly trained craftsman. His equipment is as modern as his knowledge of trees is thorough. And his pride in his profession is born of a tradition handed down through the years by generations of Davey Men before him.

To prevent damage to your trees, call your Davey Man* to discuss spraying. Look under "Davey Tree Service" on the pages of your Yellow Phone Directory . . . or write to Davey at the address below.

**There are no Davey Men outside the Davey Organization.*

DAVEY

TREE EXPERT COMPANY • KENT 1, OHIO

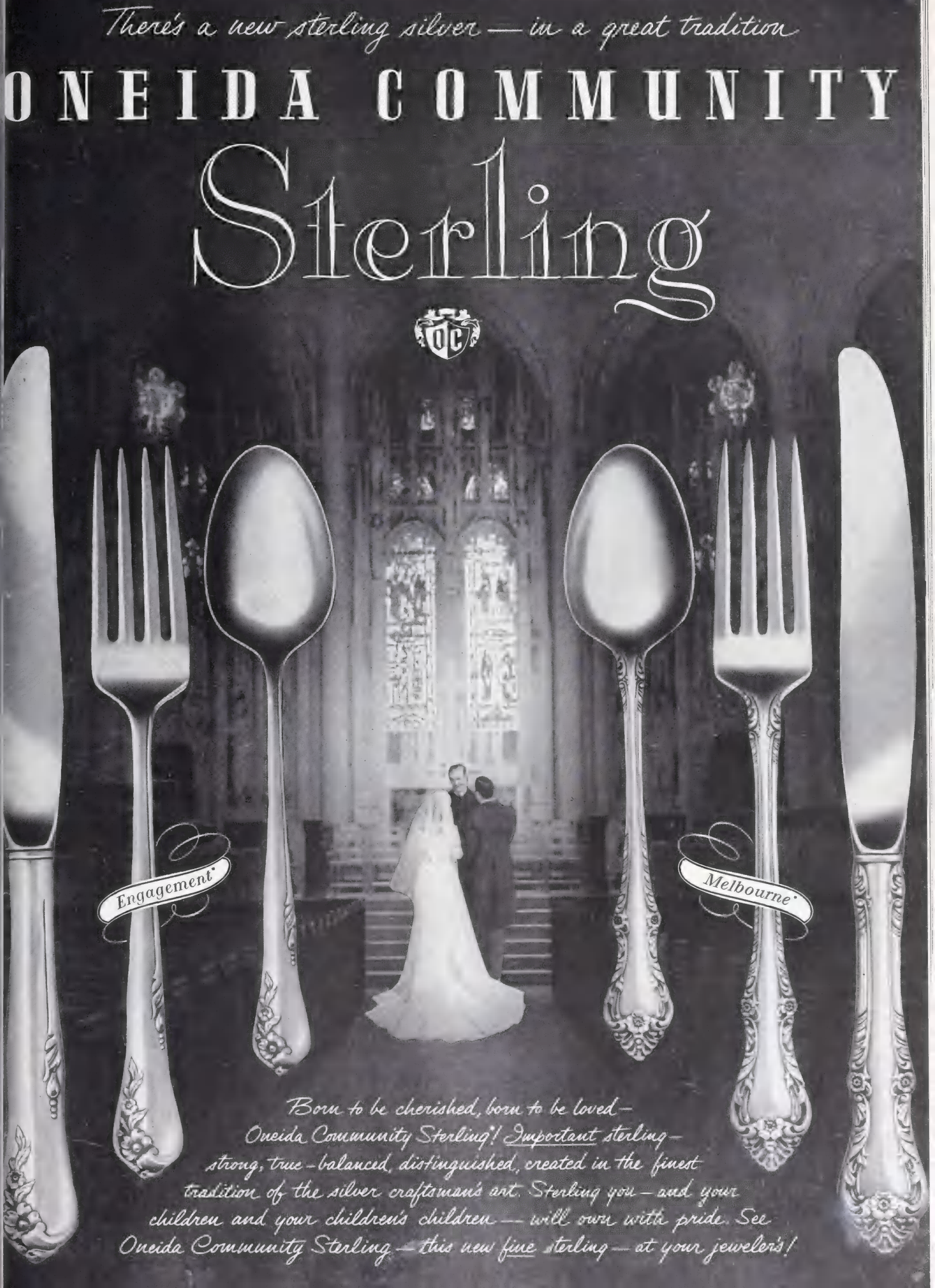
THE OLDEST AND LARGEST TREE SAVING SERVICE IN THE WORLD

MARTIN L. DAVEY Jr., PRESIDENT

There's a new sterling silver — in a great tradition

ONEIDA COMMUNITY

Sterling



Born to be cherished, born to be loved — Oneida Community Sterling! Important sterling — strong, true — balanced, distinguished, created in the finest tradition of the silver craftsman's art. Sterling you — and your children and your children's children — will own with pride. See Oneida Community Sterling — this new fine sterling — at your jeweler's!

a new marvel in '37...



One of the first installations ever made of Rusco all-met Combination Windows was on the Joseph C. Davidson hom Baltimore, Maryland, shown here.



A recent Rusco Combination Window installation on one of the handsome homes in Shaker Heights, Ohio.

...world leader in '53

The 10,000,000th Rusco Window will be installed this year!

● With the development of the first all-metal, self-storing combination window, Rusco brought to home-owners a wonderful new world of convenience, comfort and better living. Gone was the need for seasonal changing of screens and storm windows—gone was all the fuss, bother and danger of re-fitting, repairing, ladder-climbing—gone the endless struggle to make a home comfortable.

For 17 straight years Rusco has been the world leader in metal combination windows—the result of superior quality, superior features and constant improvement. Today, Rusco offers you the smoothest, easiest-operating window you've ever seen. And behind the product stands a nationwide network of reliable, authorized dealers to give you the service you have a right to expect. You *know* you're right with Rusco... 10,000,000 installations tell you so!



ONLY RUSCO Combination Windows give you Magicpanel® year 'round rainproof, draft-free, filtered-screen ventilation—and many other exclusive features. They keep your home cooler in summer, warmer in winter . . . cleaner, safer, far more livable.

Celebrating the 10,000,000th RUSCO WINDOW

National Prize Contest



A NEW 1953

FORD V-8

CHEVROLET

PLYMOUTH

CASH PRIZES totaling $35,000

You are not required to buy anything to enter. Any married person or home owner, 18 years of age or over, who is a resident of the United States or Canada is eligible to win. Call your nearest Rusco Combination Window Dealer for official entry form and contest rules.

"ALWAYS ONE STEP AHEAD OF THE WEATHER WITH RUSCO"

RUSCO Self-Storing Galvanized Steel **Combination Windows & Doors**

FOR ALL TYPES OF DOUBLE-HUNG AND CASEMENT WINDOWS

Call your local Rusco Dealer for free demonstration, or write THE F. C. RUSSELL COMPANY, Dept. 1-H43 Cleveland 1, Ohio • *In Canada:* Toronto 13, Ontar



Not even INK can mar its Beauty

See the Sensational NEW 100% SARAN Carpet

The Beautiful Saranette by Masland

Accidents will happen! But you can take them in stride when your carpets are woven of 100% saran. Dirt, grease, grime . . . even ink can be sponged off this amazing carpet.

Saran carpets stay fresher, cleaner from the very first day because the smooth round fibers shed wearing grit and dust. That means easier care and longer life, too.

You will love the richness and depth of color in saran . . . brilliant living colors that *stay alive* through the years because they are an integral part of the fiber itself. And when it comes to texture, you will marvel at the resilient, luxurious feel of 100% saran.

Man-made saran is truly the wonder fiber created for modern, care-free living. See the 100% saran carpets at your leading rug and department stores.



This tag Proves it's Saran!

SARAN yarns®

THE SARAN YARNS COMPANY
Odenton, Maryland

Outdoors...indoors...it's **Woodard** style authority in wrought iron



TABLE ACCESSORIES, W. & J. SLOANE

SCAVULLO STU

Your face to the world outdoors . . . your new way of living indoors. This is Orleans . . . a design created by Wooda with both the outdoors and indoors in mind. Parkerized, as is all Woodard furniture, for rust-protection.

[illegible] MICHIGAN NEW YORK, CHICAGO, BOSTON, LOS ANGELES, SAN FRANCISCO


WEDGWOOD
A LIVING TRADITION
CHARNWOOD
PATTERN IN BONE CHINA
A centuries-old Chinese design first made by Josiah Wedgwood in 1790. You can now buy it again. Write for names of stores.
Five piece place setting $14.75
JOSIAH WEDGWOOD & SONS, INC.
24 East 54 Street, New York 22, N. Y.



TILE makes the difference that makes the room

Wouldn't it be thrilling to have a living room as smart-looking as this? With American-Olean Tile, high style decorating is both easy and practical—in big or little homes.

Tile is better than smart. It makes sense! You *gain* so much in appearance and convenience . . . you *save* so much in cleaning and refinishing! And think of your happy freedom from waxing and polishing! Nothing hurts your A-O Tile.

And as to cost, you may be surprised to learn that the floor in this room, which looks so expensive, actually costs less than many wool carpets.

American-Olean Tile Co.

[illegible] Lansdale, Pennsylvania

PRACTICAL HOME FASHIONS START WITH GLEAMING AMERICAN-OLEAN TILE

1 Tiled floor—in stylish colors that are practical only with tile. Keeps its beauty without waxing or polishing. Heavy furniture will not crush or indent it.

2 In patio, tiled pavers to stay color-bright in all kinds of weather.

3 Tiled chimney face—thrilling use of hand-decorated tiles for glamor, echoed on the server.

4 Special up-to-the-minute living room designs and colors. Lovely to live with—pleasant to walk-on—easy to care for.

TILE SPECIFICATIONS: Color Plate No. 43. Walls: 99 Ebony. Panel over Fireplace: Hindu H48-C508. Server: Hindu H48-C508. Floor: Random Pattern, Dark Olive Textone. Terrace: Pavers, Dark Olive Textone. Coffee Table: Golden Range Varitone Squares.

FREE—Source list for all items shown in this A-O Living Room!

SEND 10c FOR THE "IDEA BOOK OF TILE". 12 full-color pages of ideas and color schemes for kitchens, bathrooms, and playrooms.



AMERICAN-OLEAN TILE COMPANY
907 Kenilworth Ave., Lansdale, Pa.

- ☐ Please send source list for Living Room, Plate 43.
- ☐ Please send me a copy of your new "IDEA BOOK OF TILE". Ten cents in coin is enclosed.
- ☐ Please send the address of my local American-Olean Tile dealer.

Name_____

Address_____

City_____ Zone____ State_____

Garbage Cans Eliminated in One-Town Test

Home Grinders, Used After Hog Cholera Outbreak, Held 'Highly Successful'

WASHINGTON (AP)—An experiment in the adoption of household garbage grinders to do away with a whole town's garbage cans has been described by the Public Health Service as "highly successful."

Jasper, Ind., a community of a little more than 5,000 persons, was the first municipality in the country to attempt such a city-wide changeover.

The garbage grinders are installed in the kitchen sinks and the ground waste, mixed with water, is discharged into the sewers.

It all started as the result of an outbreak of hog cholera among garbage-fed hogs in the vicinity of Jasper. The city soon had difficulty in finding contractors to handle garbage collection. In the past they had fed the garbage uncooked to hogs, but the disease outbreak stopped that.

So, in December, 1949, the city embarked on the project to eliminate the garbage can. To assure its success, the city waited until more than 50 per cent of the home owners filed applications signifying their intent to install grinders. A deposit was required with each application, with the balance to be paid immediately prior to the installation.

Results of Experiment

A preliminary report of a joint investigation by the United States Public Health Service and the Indiana State Board of Health, covering the period of March, 1950, to October 1951, gave these views:

1. More than 900 household garbage grinders have been installed, serving 75 per cent of the population of Jasper. People without the machines have to dispose of their own waste.

2. There has been no noticeable per capita increase in residential water consumption.

3. There appears to be no harmful effect on sewers as the result of introduction of ground garbage. The capacity of the sewage treatment plant was increased to care for the extra load.

4. Observations to date indicate that a reduction in fly breeding due to garbage has resulted from the change. There has also been a reduction in rodent population.

How little it costs to give your family this health protection!

Year after year, America has fought disease by fighting germ-carrying flies and rats.

Today, the city of Jasper reports a considerable reduction of flies and rats! And the cases of contagious diseases, especially those known or suspected to be carried by flies, have been greatly reduced!

All this since the citizens of Jasper made a city-wide installation of the General Electric Disposall®!

General Electric sincerely believes that the Disposall, which was designed for *convenience*, stands today as a major discovery in *health protection*—for your home and for many millions of others in the future.

Yesterday, sanitary bathroom facilities helped reduce a major cause of disease contagion.

Today, a sanitary *kitchen* facility—the General Electric Disposall—is eliminating *another* major breeding ground for germs: garbage!

Why wait to give your family the proved health protection of a G-E Disposall? *No other kitchen appliance does so much for so little!*



Can be installed in any kitchen sink!

As little as

$1.81 a week

after small down payment

See your General Electric dealer for details

All you do is scrape loose food (even bones and rinds) into the sink drain opening. Turn on the cold water, then lock in the safety Twistop control. The Disposall automatically and quietly shreds food-waste into tiny bits and washes it away into sewer or septic tank.

Specially designed for septic tanks. Today, over 100,000 garbage disposers are operating efficiently with septic tanks.

Only G-E Disposall offers all these features: (1) Written five-year protection plan—*proof* of G-E dependability. (2) Safety Twistop control keeps food scraps in, fingers out. (3) Rubber-cushioned throughout for extra-quiet action. (4) Unique, extra-tough shredder for long dependable service. General Electric Company, Louisville 2, Kentucky.

G-E DISPOSALL . . . THE ELECTRIC WAY TO WASH AWAY GARBAGE

GENERAL ELECTRIC

Created
for Persons
of True Discrimination
in their Devotion
to Enduring Excellence
in Taste

SEQUENCE WEIMAN









THE WEIMAN COMPANY
ROCKFORD, ILLINOIS



MRS. R. STUYVESANT PIERREPONT, JR. OF NEW YORK, CHOOSES REED & BARTON'S "POINTED ANTIQUE" STERLING SERVICE. FIVE PIECES, $450 (TAX INCLUDED).

The most becoming thing you own—*your Reed & Barton Silver Service*

Presiding over a shining silver tea service is such a charming and *becoming* ritual every woman should make the most of it.

So when you choose *your* silver service be sure it's an authentic design, intrinsically beautiful . . . and one that will *not* go out of style. The Reed & Barton "Pointed Antique" sterling service, above, is one of the finest examples of the great American Colonial period of silversmithing, and costs only $450.

Other magnificent Reed & Barton tea service designs in sterling silver range in price from $250 to $1850. Silver plate tea services range from $150 to $450. Kettles and trays priced separately. All prices include Federal tax.

Your own jewelry store will be glad to show them to you, or write for beautiful illustrated booklet to Reed & Barton, Dept. HB3, Box 990, Taunton, Mass.



REGENT TEA & COFFEE SET
5 pieces, $175 (silver plate)



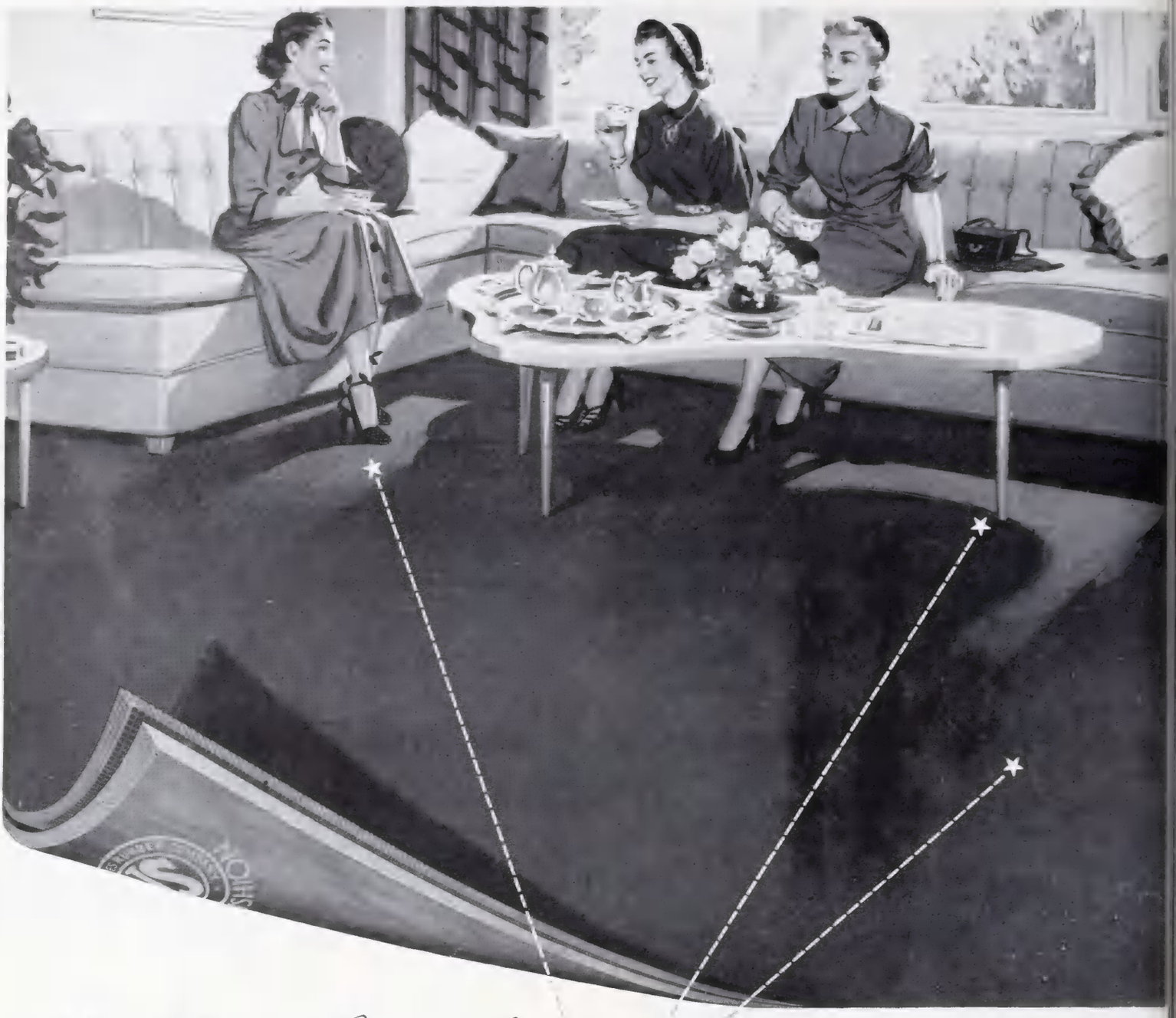
WINTHROP TEA & COFFEE SET
5 pieces, $250 (silver plate)



TOWN & COUNTRY TEA & COFFEE SET
5 pieces, $325 (sterling silver)



HAMPTON COURT TEA & COFFEE SET
5 pieces, $575 (sterling silver)



This Hidden Luxury Lengthens Rug Life

Absorbs Points of Wear

This rich luxury underfoot is actually an economy because it gives carpets such long, beautiful life.

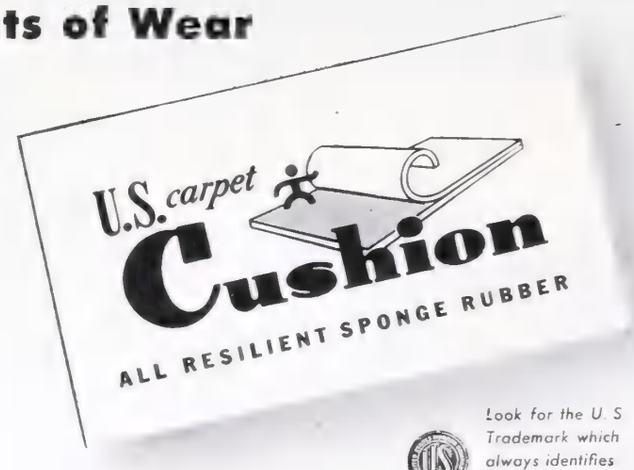
The instant you step on U. S. Carpet Cushion, you can feel how magically it erases the pressures that destroy fine rugs. This *all-resilient sponge rubber* is so quiet—just as though you weren't walking at all.

Minute bubbles in U. S. Carpet Cushion act like millions of tiny air cells that take up the shock of rug wear and tear through the years. Remember, too, this cushioning luxury puts foam resilience under every footstep to lessen house-work fatigue.

OTHER SPECIAL U. S. CARPET CUSHION ADVANTAGES:

Rugs and floors stay much cleaner • Won't lint or collect dust
Won't harbor moths • Won't spread or mat • Durable, non-marking

At fine Rug and Department Stores everywhere.



Look for the U. S Trademark which always identifies genuine U. S. Carpet Cushion

UNITED STATES RUBBER COMPAN

NAUGATUCK, CONNECTICUT

You can have a new kind of house



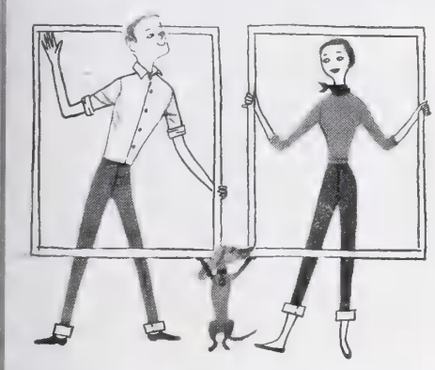
. Would you like your new house to be leaner, quieter, more convenient, more comortable, more suited to modern living than ny house could be before? It can be done.



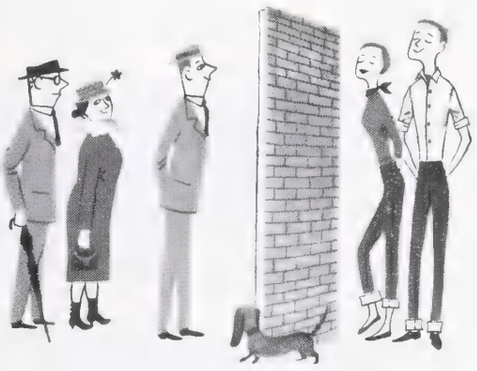
2. When you plan your new house, you can shape your floor plan in an economical rectangle. You don't need wings or jogs to get better ventilation because comfort is built-in.



3. You don't need the halfway measures to halfway comfort you used to think were necessary. Yes, you save money on movable sash and storm windows, screens, fans, louvers.



. You can group your windows for a feeling f space and a better view. You can place them igh for better lighting and ease in furniture rrangement. You can put them anywhere.



5. Or you can use a solid wall where the view is poor or where you want privacy. Such a wall will give you a bonus in storage space and let you place your house more freely on its lot.



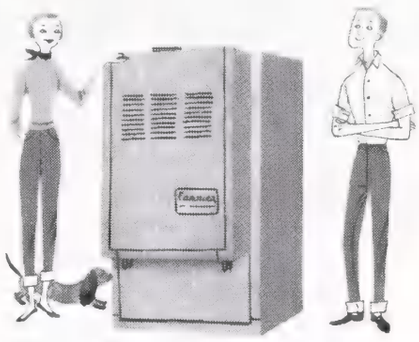
6. You can arrange your floor plan for your convenience. You can put your interior doors and walls where they will function best, instead of placing them to encourage a draft.



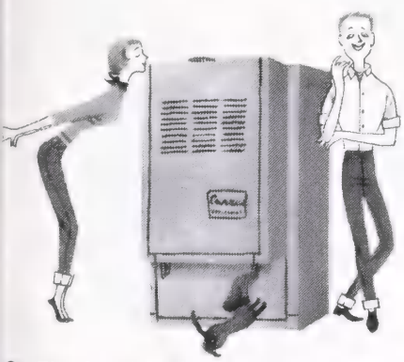
7. You can take advantage of the climate. Proper exposures, well-planned roof overhangs and well-placed shade trees will make your new house easier to heat, easier to cool.



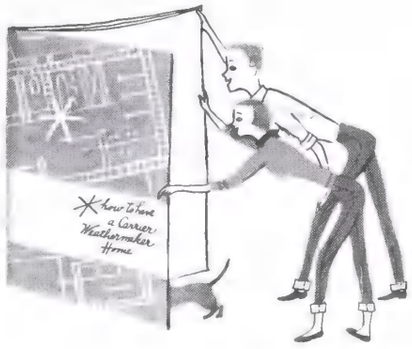
8. Yes, easier to cool. Because we're talking about a Weathermaker Home – built around the Carrier Weathermaker Air Conditioner that heats *and* cools. (It fits any house!)



9. This new Weathermaker takes less than 10 sq. ft. of floor space. You can tuck it into closet, utility room or attic. And it adds only about $4 a month to your 20-year mortgage.



0. The Carrier Weathermaker heats with gas r oil, cools by electricity, costs little to operate. You can have an air-cooled model that needs *o water* if water is scarce where you live.)



11. We've only been able to hit the high spots of the Weathermaker Home idea on this page. But we've got a 32-page booklet which will tell you much, much more. Why not write for it?

Carrier

AIR CONDITIONING • REFRIGERATION

CARRIER CORPORATION
301 S. Geddes Street, Syracuse, New York

Please send me "How to Have a Weathermaker Home."

Name _____

Street _____

City _____ *State* _____



Furniture courtesy of W. F. Whitney Co., Inc.

Start here for carpet luxury with SPONGEX®

When this spot becomes a cushion of soft sponge rubber, you'll instantly notice the difference underfoot. To your carpets will come a deep resilience, a new air of richness, a softened step—constant reminders that Spongex is there.

Spongex cushions are all sponge rubber. They are naturally clean, resilient and impervious to moths and vermin. You'll find there's a Spongex cushion for every rug in your home.

What quality cushioning means to your carpets.

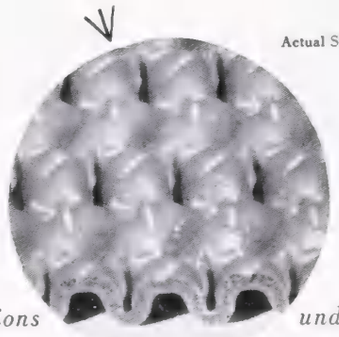
Longer life . . . A good rug cushion more than doubles the life of any carpet.

Lasting beauty . . . A good rug cushion never mats down. It stays ever resilient to protect the carpet's original beauty.

Yearly economy . . . Good carpet laid on a good cushion costs less per year than the same carpet uncushioned.

See what a difference Spongex can make under *your* rug. Stop at your floor covering store or write us today for free samples.

sponge rubber cushions for rugs



Actual Size

the finest cushions underfoot . . . the cleanest cushions under rug

ANOTHER SPONGEX® PRODUCT

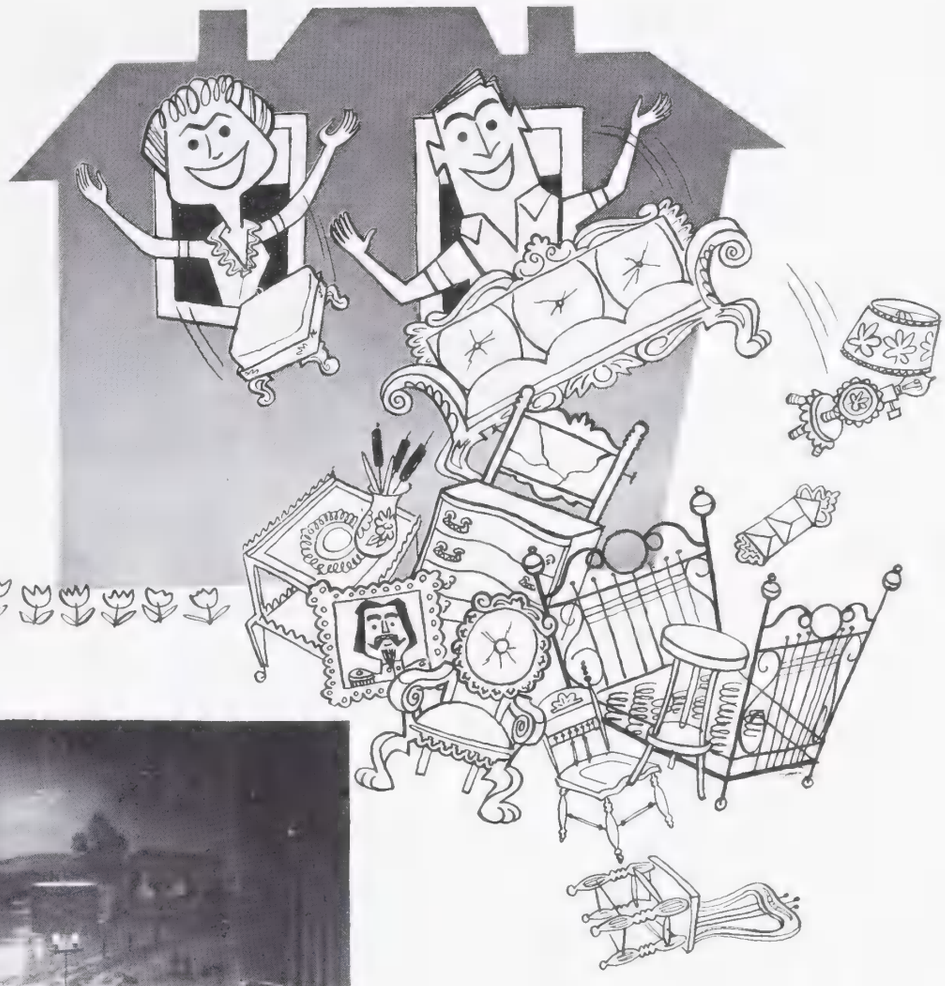
THE SPONGE RUBBER PRODUCTS COMPANY

611 DERBY PLACE, SHELTON, CON

RE-FURNITURE-ING THIS SPRING?

then consider smartly-styled, budget-priced Knotty White Pine Furniture by

Habitant





Just see how fresh and gay Habitant Knotty White Pine Furniture looks in these settings . . . and think what a wonderful change Habitant can make in your home this Spring—(and for the rest of your life, for that matter). Habitant Furniture is so practical and liveable. It has warmth and romantic charm that blends perfectly with most any decor. Yet, it is styled to suit the mood and manner of modern living. Why not wake up the tired rooms in your home this Spring with bright new beauty by Habitant?

Above: comfortable, warm and friendly as a fireside is this living room group by Habitant. Shown are settee, wing chairs, oblong coffee table, end table and step table. **Right**: cozy corner for penning a note or balancing the family budget. Kneehole desk and chair are arranged in an attractive setting with wall mirror, table style floor lamp, men's lounge chair.



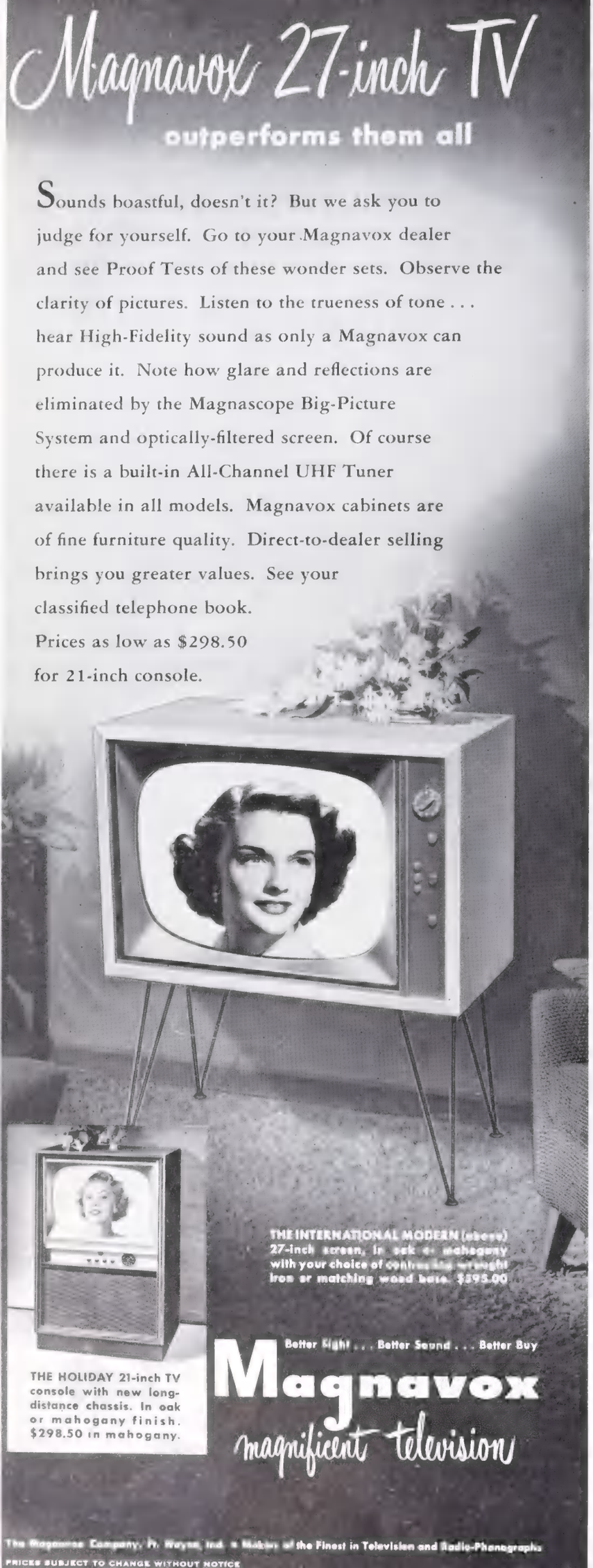
Only Habitant, the originator of fine Knotty White Pine Furniture offers you a complete selection of groups and individual pieces for living room, dining room, bedroom, recreation room and youth's room. Styled by Mason Walker, Habitant is built by expert craftsmen and backed by a thirty year reputation for excellent quality. See it proudly displayed at better furniture and department stores near you. Write us. We'll send you the name of your dealer along with our colorful booklets showing the complete Habitant line and telling the interesting story, "The Romance of Pine".

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outperforms them all

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Prices as low as $298.50 for 21-inch console.



THE INTERNATIONAL MODERN (above) 27-inch screen, in oak or mahogany with your choice of contrasting wrought iron or matching wood base. $395.00

THE HOLIDAY 21-inch TV console with new long-distance chassis. In oak or mahogany finish. $298.50 in mahogany.

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Music in the Next America



Industry, often reviled as the stifler of the individual, is actually opening greater opportunities than ever for your own personal experience of good music

By Richard Williams

Perhaps we pay a price for an industrial civilization: Industry is noisy and strident, and it oversells. Superficially, at least, it has the tendency to make us all look and act alike. But it also carries with it the inestimable advantage of placing the pleasantness of life on a conveyor belt and stamping it out in portions which are inexpensive and easy to buy.

Industrial ingenuity comes to the aid of personal culture. The blare of machinery helps the cause of private contemplation. Mass production, rightly used, can add to one's personal possession of beauty. The gadget leads to grace. Nowhere is this development more apparent than in music.

The development of records is a good example of the industrial process, a process which in order to make a product popular improves its quality while it lowers its price. The phonograph record is a seventy-five-year-old invention. Edison was the Gutenberg of music. Twenty-five years elapsed before his invention became accepted. During the next fifty years many engineers contributed many improvements, just as many printers contribute their ingenuity until commerci printing was developed to a poi where you can buy *The Pickwic Papers* in a well printed, illustrate edition for one dollar.

What happened to the price records? In 1910 a shellac recor with Caruso singing an aria of fi minutes' duration on one side on (the other side being left blank cost $3.50. In 1953 a record playin up to sixty minutes of music cos $5.45. In 1910 that amount of mus would have cost $42.00. In oth words, the price of music has co down from $42.00 to $5.45, an e joyable tumble which becom twice as impressive when we reca that the dollar is today worth ha of what it was in 1910. And today record, in fidelity of sound an wearing quality is as superior the 1910 record as is a fine printed book to a crudely mime graphed page.

The result is a record busine of considerable magnitude a vigor. More money is being spe for records today than the co bined box-office intake of all op

(*Please turn to page* 103)



The Plymouth Cranbrook Sedan and the Plymouth Savoy,
shown at the Greenbrier, White Sulphur Springs, W. Va.

The architecture of an automobile can kindle a light in its owner's eyes and warm the pride of possession. As, indeed, the balanced new beauty of the Plymouth does. And beneath this beauty, unseen, is the integrity of the engineering that created it . . . a low-priced car, built so well, to look so well, to serve so long and well.

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MANOR LANE

. . . and even your spirits will soar skyward when you see what Downs quality wilton broadlooms do for your rooms. Take Downs exciting new Manor Lane, as an example. Its subtle and luxurious shaggy texture complements contemporary or traditional settings, and the underfoot feel of "walking-on-air" tells you of its superb quality. See Manor Lane today in Pearl Grey, Sand Beige, Maize or Frosted Mint. Your rooms and spirits will "look up" at once!

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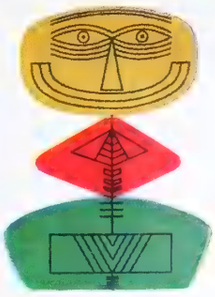
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So be sure your new furniture has AIRFOAM inside–*genuine* AIRFOAM, made only by Goodyear. That's how to make sure you'll keep on loving it, through the years! Goodyear, Airfoam Dept., Akron 16, Ohio.



WHAT'S INSIDE: AIRFOAM's more than half a million air cushions to each cubic inch—literally BILLIONS in a full-cushioned chair or lounge—give you the cool comfort, easy care and savings found in no other type cushioning!

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SWITCH IT ON AND THE WHOLE ROOM PLAYS



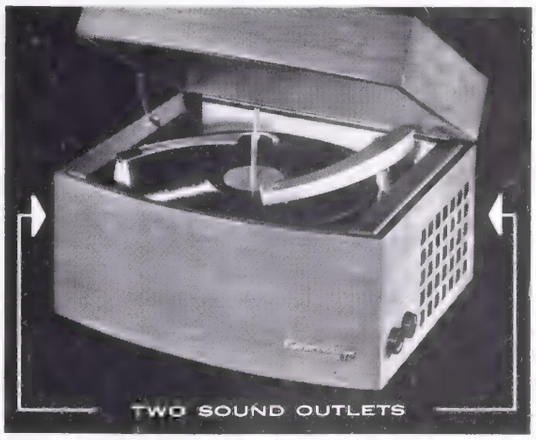
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he ability to radiate sound *round* its listeners inspired ne name Columbia 360, ne 360 degrees of the per- ect circle. Two sound out- ets, at each side of the abinet, create the remark- ble effect of "Hemis- heric" Sound.

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ngineered and built by Columbia Records and BS Laboratories. Avail- ble in limited quantity . . . *Priced at $139.50 in mahog- ny.*



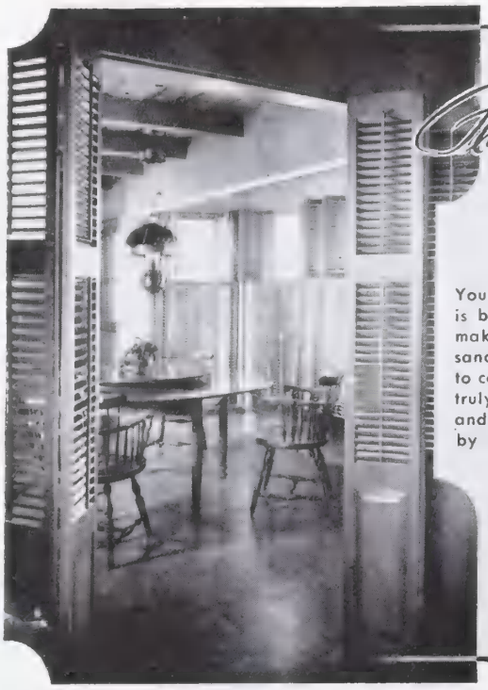
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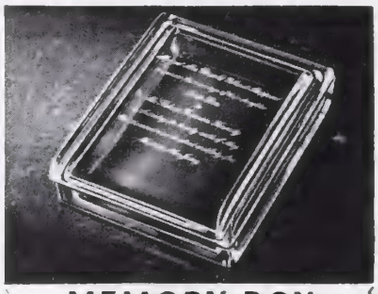
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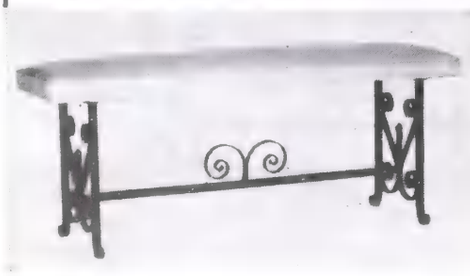
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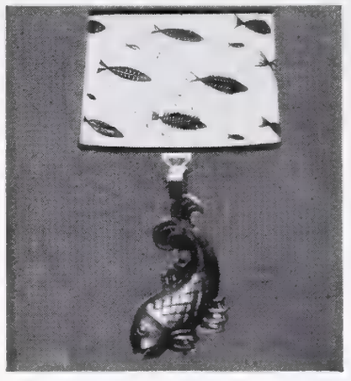
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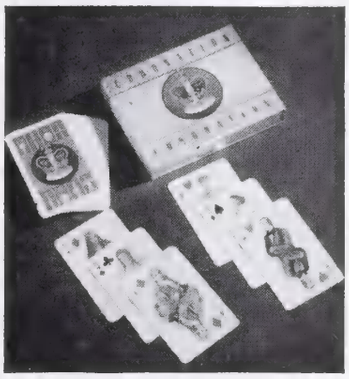
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WITH

Pat Gunan



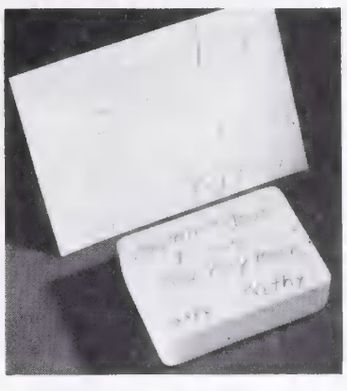
ɪONATION CARDS are most fascinating we've seen. back is a reproduction of King Edward Crown which be used in the Coronation. the honor cards reproduce ɔnages from English history: ɔn Elizabeth I, Disraeli, Ann yn, etc. Short biographies ıch are included. Two decks Bridge or Canasta, $3.65; 3 ls for Samba, $4.75. Ppd. l Phillips, Dundee, Ill.



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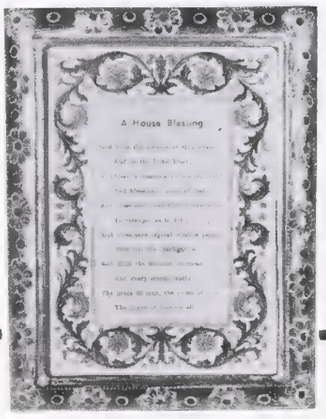


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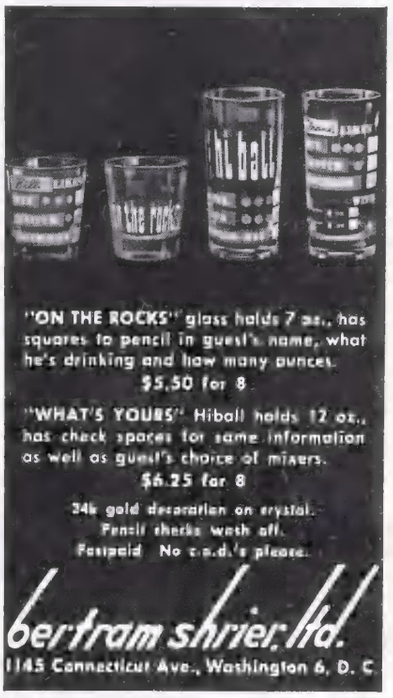


SWEETLY SENTIMENTAL

. . . a house blessing for you and your friends. Pleasant thoughts and good wishes are expressed in the prayerful verse. The frame is gold Italian Gesso. A most appropriate gift for new home owners. 5½″ x 7″. **$2.95 postpaid**

No C.O.D.'s

EDITH CHAPMAN
50 Piermont Avenue • Nyack, N. Y.



"ON THE ROCKS" glass holds 7 oz., has squares to pencil in guest's name, what he's drinking and how many ounces. **$5.50 for 8**

"WHAT'S YOURS" Hiball holds 12 oz., has check spaces for same information as well as guest's choice of mixers. **$6.25 for 8**

24k gold decoration on crystal. Pencil checks wash off. Postpaid No c.o.d.'s please.

bertram shrier ltd.
1145 Connecticut Ave., Washington 6, D. C

THIS imaginative piece makes a bowl of fruit a dramatic accessory . . . serves a whole loaf of French bread at dinner . . . takes care of mail on the hall table . . . is beautifully useful in so many ways! In the best modern tradition, it takes its shape from nature . . . a leaf, cleverly executed in jet black wrought iron. Display it proudly in your own home . . . give it as a gracious gift.

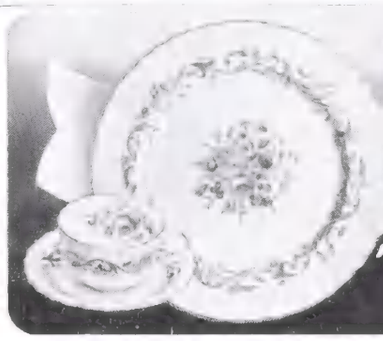
16½″ long, $3.00
22½″ long, $4.00
26½″ long, $5.95
postpaid

fruitful design



seth and jed Dept. B-4 New Marlborough, Mass.

ENGLISH BONE CHINA



Bournemouth
America's largest retail selection at lowest prices of open stock English Bone China. New dinnerware booklet will be sent on request.

Herbert S. Mills
EAST KING ST.-HAMILTON, CANADA



You'll walk on air... IN THESE CASUAL MOCCS!

Pamper your feet with these "butter-soft" glove leather moccasins, with "floating-comfort" foam rubber inner soles. They're a delight to romp about the house in, yet smartly styled for street, play or campus wear. Washable too, with just soap and water. New process of lasting insures perfect fit and wonderful flexibility. They make ideal gifts, too.

$7.95 postpaid (when ordering send shoe size and tracing of stocking foot)

MEN'S Mocc (illustrated left) Walnut color in sizes: 6-12 (Medium or narrow widths)

WOMEN'S MOCC (illustrated right) Honey Beige with colorful beaded decor in sizes: Narrow 4-10, Medium 3-10

JO-ANN COMPANY • DEPT. B. 209 First Ave. N. Minneapolis, Minn.



MOTH PROOF DUST FREE

Soft Plastic with Zipper

SWEATER AND LINEN BAG

14" x 12" with 3" gusset—also for Blouses, Handbags, Baby things. **2 for $1.35** ppd.

SPECIAL! 12 for $7.50

UTILITY SIZE. 20" x 14" with 3" gusset. For Knitted Suits, Table Cloths, Curtains. **2 for $1.55** ppd.

BLANKET BAG 27" x 21" with 12" gusset. Holds 3 Blankets, Drapes, Scatter Rugs, etc. **$1.25** ppd. EACH

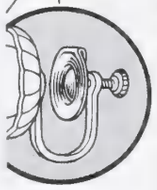
Free Gift'n Gadget Catalog. No COD's

MASTERCRAFT 212 Summer St., Dept. HB4 Boston 10, Mass.

NO MORE LOST EARRINGS!

Comfysafe SNAP-ON EARRING GUARDS

A NECESSITY FOR EVERY WOMAN WITH EARS



PROTECT YOUR EARS . . . SAVE YOUR EARRINGS! Little hollow-formed stainless steel discs that snap onto the screw ends of earring fasteners. Hold without pressure—will not pinch, can't slip off. Invisible. Easy to attach to all screw-type earrings.

2 PAIRS FOR $1.00, postpaid

LANGE THE JEWELER

Carew Tower, Cincinnati 2, Ohio

OHIO RESIDENTS ADD 3c SALES TAX

A "New" 9'x12' Rug for only $3.95!

RENEW YOUR RUGS

Amazing New Dye—Just Brush on Rug—Right on the Floor!



"Just like magic," the amazing new dye RUGADUB, changes or restores the color of your rugs. Just brush on. Let dry overnight — "presto", your rug looks like "new" in the morning. For any wool rug. Colors evenly. Neutral rugs take any color. Refresh dark rugs with nearest Rugadub color. Dyes a 9 x 12 rug. Time-tested.

Conceals Most Spots and Stains

Use on solid, mixed or figured rugs. Seven Rugadub colors: Hedge Green, Emerald Green, Midnight Blue, Wine, Raspberry, Black and Tobacco Brown. Complete Rugadub Kit includes mixing tray, brush, measuring cup and easy-to-understand directions. ONLY $3.95. Hurry—Order NOW! Specify color.

Money Back Guarantee



Just send $3.95 (check or M.O.) with name and address or order C.O.D. and you pay postage. Specify color wanted. Also give present color of your rug. Money back either way if not delighted.

NOTE: Write us about FREE-DON for dirty rugs and SEA-FLAKE for furniture upholstery.

The CHAIR-LOC CO. Dept. HBC Lakehurst, N. J.

ELECTRIFY YOUR SEWING MACHINE!



NEW LOW PRICE

$11.50

Yes, now you can convert your old treadle machine to swift, easy electric operation. Kit comes fully wired, installed in a jiffy . . . anyone can do it. You get all new parts:

- Motor & Bracket
- AC-DC 115v 60c
- Cord set & block
- Easy instructions
- Steel pulley & belt
- Multi-speed foot control

1 YR. GUARANTEE

FREE: Reg. $2.95 chrome SEWLITE given with every kit

10 DAY FREE TRIAL—ORDER NOW! Send no money, pay COD, or send money order for $11.50 and we'll pay postage. Please state whether wheel on your machine turns towards or away from you. Shipping Wt. 6 lbs.

SENIOR SEWING MACHINE CO.

BOX 88 DEPT. H-40 Bklyn. 5, N.Y.



WINDOW



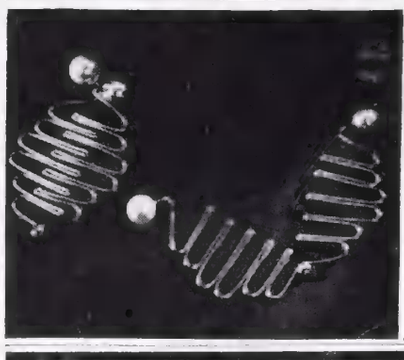
AUTOGRAPH HOUND. Th merriest pin-up pup we *ever* sa is made of gaily-colored card board with 10 white panels fo the autographs of 10 boys an girls. Your child will thumb-tac it on her wall, and "visiting fir men" will decorate it with the signatures. Fun, too, for a grown up's bar. Each hound is 11½ long, and two are just $1 ppd Edith Chapman, Nyack, N. Y



APRIL SHOWERS won't fin you rummaging through closet for that elusive umbrella if yo have this distinguished stand i your hall or vestibule. The dis creet design, wrought in blac iron, is a joy and a far cry fro the heavily ornamented "stov pipe" that loomed in your grand mother's hall. 11½" x 7½" 15½" high, just $6.50 ppd. In terior Trends, 25 Underhill Ave Brooklyn 38, New York.



SMART GO-BETWEENS They look exactly like leathe but they're made of stain-proo DuPont plastic, tooled in gol with a Greek Key design. They' go between a vase and an antiqu chest of drawers, between a lam and a polished table. Bright re dark green, or chartreuse, i squares or circles, 5" size 35 7" 40¢, 9" 50¢. Min. order $ Ppd. Village Store of Lake Placi Lake Placid 47, N. Y.



BEWITCHING HAIR ACCESSORY

Let's face it, girls, the men like our hair long and glamorous—and here's the perfect clincher to keep your swept-back hairdo neat and sleek! Your lovely tresses will fit easily into the gold-plated zig-zag clincher and leave only the beautiful pearl ornaments in sight. Wear it for all occasions and you'll be sure to get compliments a-plenty!

Pearl ornaments **$2.40** Tax incl.
With Rhinestones **$3.60** Tax incl.

Designed by Ben Hur

ORDER BY MAIL
FREE GIFT CATALOG
MURIEL DUNCAN
Haddon Heights 2, New Jersey

AMAZING ALL-PURPOSE LIQUID DETERGENT

LESTOIL

MAKES HOUSECLEANING AND LAUNDERING A PLEASURE



Use Lestoil in water (hard or soft, warm or cool) to wash everything from dirty towels to laciest lingerie, from floors, woodwork and whitewall tires to your finest crystal. Use Lestoil to clean rugs, upholstery, drapes – get out soil which only dry cleaning usually touches. Positively removes oil, grease, wax, tar, fingerprints, perspiration soil, crayon and pencil marks, lipstick, chocolate, etc. No hard rubbing or scrubbing necessary. Easy on hands. Safe for anything you can wash in water. 1 gal. can $3 postpaid. Money-back guarantee.

ADELL CHEMICAL CO., Dept. H4, Holyoke, Mass.

SHOPPING



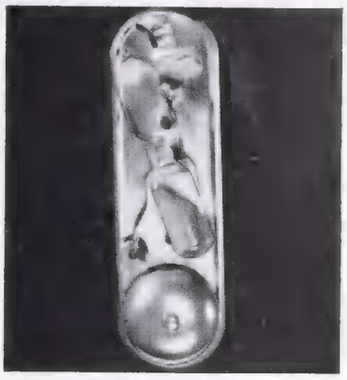
GET YOUR LUCK. Or maybe the legendary luck of the horseshoe that acts like a magnet, bringing good fortune to your front door. Anyway, this lawn sign will be the talk of the town. Your name, spelled out in 3½" horseshoes, tops a horseshoe which sinks into the ground. $6.95 ppd. Longer names up to 7 letters. Add $1 for each extra letter. Horse-Shoe Forge, Lexington, Mass.

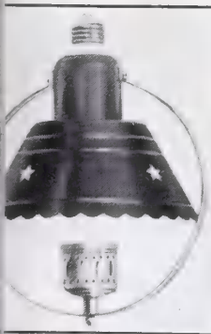


FUR JACKET of natural Norwegian Blue Fox is spectacularly flattering, just exactly right with a spring suit. And wait until you see how it looks with a strapless evening dress! One of the editors of HOUSE BEAUTIFUL tried it on, and for a lovely moment the office became the Stork Club, her typewriter became a Jaguar. One size fits all. $59.50 including tax and postage. Harold Rubin. 52 E. 58th St., New York 22, N. Y.



BREAKFAST RINGS A BELL when your eggs are cooked to your specifications, and you've got a timer that can't be ignored by the sleepiest breakfast chef. It hangs on the wall, works on the hour glass principle *plus* the bell ringing. Best of all, you can set it for 3, 4, or 5 minute eggs. Just $1 ppd. Seth Thomas, Jed. New Marlborough, Mass.





Screws in like a light bulb!

Amazing New **TOLE HANGING LAMP**

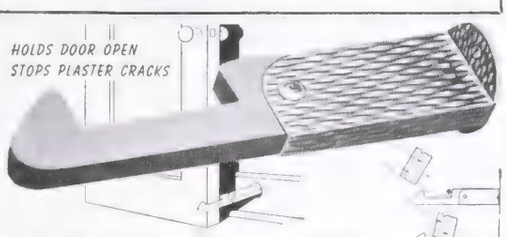
No wires to connect. Imagine, now you can change a lighting fixture with a twist of the wrist. Wherever a light bulb can be screwed in, you can hang this delightful lamp! It's *red tole metal trimmed with shining brass . . . 8" dia., 9½" high.* Has opal glass reflector. Takes 100 watt replaceable bulb.

No wires to connect. **Only $5.75 postpaid**

Satisfaction guaranteed or money refunded.

artisan galleries
FORT DODGE IOWA

LEVER DUO-PURPOSE
DOOR STOP-R and BUMP-R
Set for every door. Keep rooms airy and ventilated.



Opens automatically. As door is pushed back, it hits the inner end of rubber hook — hook tightens out—grabs door—holds it open. A slight tug and it releases. Works every time. No stooping—*No Stooping.* When hook is not desired for holding door, it may be pushed back, thus acting as a door bumper and wall protector. Solid red rubber 2⅜ inches thick, mounted in satin RIGIDIZED stainless steel shell. Reversible for left or right hand doors. Fits all doors.

$1.00—2 for $1.85—4 for $3.50—6 for $5.00. Postpaid. No CODs. Money back guarantee.

Nby Hill • 225 N. Wabash Ave., Dept. HB-4, Chicago 1, Ill.

COLTEN'S

Est. 1921

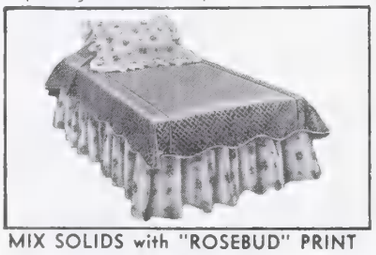
1353 Beacon St., Brookline 46, Mass.



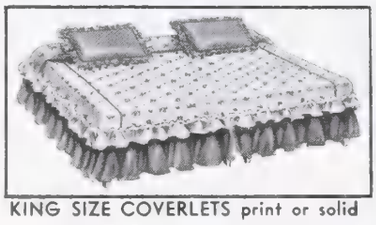
MIX-or-MATCH
- Solid Colors with Solid Colors
- "Rosebud" Print with Solid Colors
- You Select the Combinations

QUILTED CHINTZ

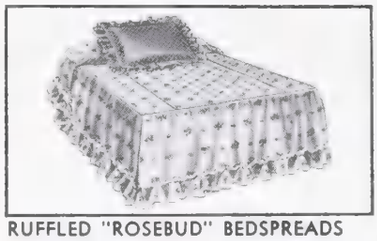
What an exciting idea! You can be your own decorator and bring new beauty into your bedroom by mixing solid color ensemble pieces with other solid colors or with the "rosebud" print. Or use the one solid color or the "rosebud" print throughout. . . . There are hundreds of inspiring possibilities . . . one for every bedroom in your home. The high count chintz has the popular everglaze finish . . . the tailoring has a custom-look about it . . . and you'll appreciate the precise quilting on the bedspreads, coverlets, sham and vanity skirt.



MIX SOLIDS with "ROSEBUD" PRINT



KING SIZE COVERLETS print or solid



RUFFLED "ROSEBUD" BEDSPREADS



SOLID COLOR RUFFLED BEDSPREADS

QUILTED COVERLETS . . . Solid color coverlets are scalloped. Printed coverlets are ruffled.
TWIN . . 13.95 DOUBLE . . 14.95
KING SIZE . . solid or print . . 25.00

DUST RUFFLES in solid or print.
TWIN . . 6.95 DOUBLE . . 7.95

BEDSPREADS in solid or print.
TWIN . . 15.95 DOUBLE . . 17.95

RUFFLED DRAPERIES . . . Solid or print, 90" long, 68" wide, per pair 9.95.

VANITY SKIRTS in solid or print 7.95.

QUILTED PILLOW SHAMS in solid or print 4.95

Immediate Delivery
on every Item. Color samples available

10 SOLID COLORS

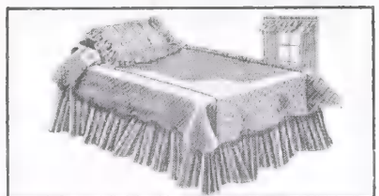
★ Aqua	★ Yellow
★ White	★ Rosedust
★ Orchid	★ Chartreuse
★ Brown	★ Hunter green
★ Pink	★ Grey

"ROSEBUD" PRINT

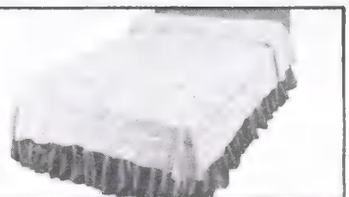
has life-like clusters of rose-red rosebuds and shaded green leaves against a white background.

REQUEST COLOR SAMPLES if precise shade is important.

Send Dime Coin for
1953 Photo Catalog
of other bedspreads, draperies, curtains and lovely home appointments.



MULTI-COLOR, STRIPED CHINTZ
The narrow, multi-color stripes harmonize beautifully with any of the solid color coverlets.
Dust ruffle, twin 8.95 . . . . . double 9.95
Tailored 90" long drapes 8.95
Valance, 40" wide x 12" deep 3.95
Pillow shams 4.95



CHENILLE COVERLETS with candlewick tufts have shallow scallops. Ivory-white shade. Washable, too. A perfect companion for the chintz dust ruffles, drapes, etc. . . . shown elsewhere in this ad.

Twin coverlets . . . 7.95 Double . . . 8.95

COLTEN'S 1353 Beacon St., Brookline 46, Mass.

Century-Old Beauty Authentically Reproduced



In CAST IRON and CAST ALUMINUM

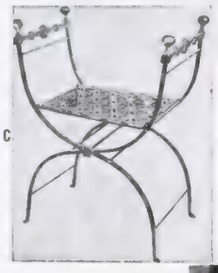
These expertly fashioned copies of century-old originals add lasting beauty to the home. Enameled in hard finished white.



(B) WALL SHELF #18. 13" high. Shelf is 9" wide x 5" deep. Cast Aluminum. White or Antique Green. **$4.50 ea.**

(A) COUNTESS D'ESTE SETTEE. Exact reproduction of exclusive original owned by one family over 150 years. Comfortable, highly decorative design. Della-Robbian type face-cast graces center of back. 39" wide, 14" deep, seat 16" from floor. White or Antique Green. Cast Iron **$59.50.** Cast Aluminum **$72.50. Matching chairs available.** Cast Iron **$35.00.** Aluminum **$42.50.**

(C) IMPERIAL CHAIR #255. A handsome and unusual piece to grace your hall, living room, or porch. 32" high. Seat is 17" x 13", and 20" from floor. Cast Iron. White or Antique Green. **Only $29.50.**



(D) PATIO CHAIR #252. Classic in design, a graceful, comfortable occasional chair for lawn or terrace. Height from floor to seat is 18". Diameter of seat is 15". White. Cast Iron **$25.00.** Cast Aluminum **$30.00. Matching Settee #250 available.** Cast Iron **$69.00.** Cast Aluminum **$79.00.**



(E) MORNING GLORY CHAIR. Beautiful, intricate design adds a touch of old New Orleans to home or lawn. Height from floor to seat is 16". Diameter of seat is 13". White. Cast Iron **$37.50.** Cast Aluminum **$45.00.**



(F) WALL BRACKET. 12" long, 6" high. Potholders 4" and 5" diameter. Cast Aluminum. White or Antique Gold. **$4.50.**



(G) VICTORIAN FLOWER STAND. Perfect for hobby plants. 11 movable arms, ranging from 14" at base to 7" at top. Flowers and pots not included. **$24.50.**

(H) MARBLE TOP TABLE #165. Formal Venetian top 32" x 18" 16" high. **Only $32.50.**

(I) OCCASIONAL TABLE #85. Delicate lace design. Original over 100 years old. Glass or marble top. 30" high, top 20" diam. Glass Top **$24.50.** Marble Top **$29.50.**



(J) ANTIQUE FOOT SCRAPER AND UMBRELLA STAND. Exact copy of New Orleans antique. White or Black. 17" high Base 11" wide Cast Iron. **$6.50.**









SPECIAL PRICE on this Graceful, sturdy GRAPE SET

Large Settee	32" Wide	$22.50
Two Chairs	16" Wide	30.00
Table #45		11.00
	Total	$63.50

SPECIAL PRICE $49.50 Cast Iron / $54.50 Cast Aluminum

Add $4.00 each for chairs with arms. Oblong table for same price if you prefer. For 39" wide Settee, add $2.50.

Crated free. Send check or money order. Pay freight or express when you get shipment. Specify freight or express.

Send for Catalogue

ANTIQUE IRON CRAFTSMEN

Dept. 4-B, 2500 27th Ave., N. Birmingham, Alabama



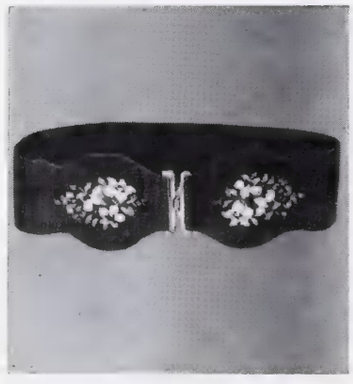
WINDOW



YES SIR! THAT'S YOU BABY! This 6" Birth Meme Stand of milky white Lucite permanently mounted with an keepsakes sealed in Lucite di Send in Buster's first snapshot one, his hospital beads, lock hair, or birth announcement the second. $5.95 including bal name in gold. Birth date is extra. Ppd. Keepsake Sho Dept. A, Union City, N. J.



LINEN BUN COZY, gay a blackbird's whistle, comes spring-time colors of pink, yell grey, or white. On your ta filled with hot bread, it lo like a bun bouquet. It has pock for 14 rolls, opens flat for e ironing. With a 9" willow basket, it's just $2.85 ppd. c.o.d.'s. Bertram Shrier, 1145 C necticut Avenue, Washington, I



NEEDLEPOINT BELT you make yourself, comes in easy-to-finish kit. Kit inclu canvas already hand-embroide with flowers, ready for you to in background with navy-l yarn. Then sew needlepoint belt. Complete with 3" navy ci belt (small, medium, or lar yarn, needle, canvas, $3.75 p Breck's of Boston, 345 Bl Bldg., Boston 10, Massachus



COLONIAL KNITTING BOWL

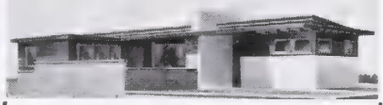
The storied charm of Early American days lives in this quaintly designed knitting bowl. Fashioned by craftsmen for enduring beauty and steady-legged service. Ideal, too, in den or rumpus room to hold odds and ends. Made from selected hardwoods and hand-rubbed to a rich mahogany or antique maple finish. Smooth, deep bowl is 15" in diameter; overall height, 21". Makes wonderful gift. Please state finish wanted. Prompt delivery.

Only $14.95 Prepaid

TEMPLETON CRAFTSMEN

Dept. 79 Templeton, Mass.

HOUSE PLANS



362 PLANS

8 GREAT IDEA BOOKS showing photos and floor plans **50¢ each**

- **Ranch & Modern Homes,** Designs for Suburban Living
- **Picture Homes,** New Ranch, Redwood, Block 5-8 rms.
- **Your Moneys Worth,** Functional 1950 Styles 4-7 rms.
- **Charming Homes,** Calif.'s Most Popular 5 rm. Houses
- **Small Homes,** Cottages & Bungalows, 4-7 rms.
- **Attractive Homes,** Frame Homes, 4-7 rms.
- **Dream Homes,** In-&-Outdoor Living Ideas, Plans
- **Decorating,** Newest remodeling, decor. ideas

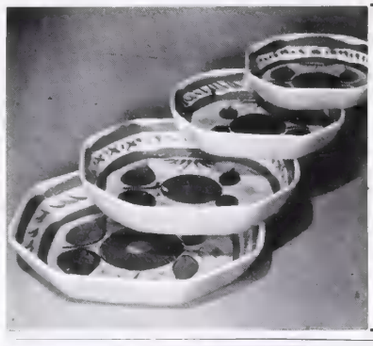
SPECIAL OFFER All 8 Books $3.50

★ **COMPLETE *Ready to Build* PLANS AND SPECIFICATIONS AVAILABLE FOR ALL HOMES** ★

No C.O.D.'s please. Money back guarantee.

ARTISTIC HOMES

Dept. 4-A, 369 W. Washington, Pasadena 3, Calif.



To Serve or to Bake

FLAMEPROOF POTTERY from MEXIC

Set of 4 Trays. **$4.75** *postpaid*

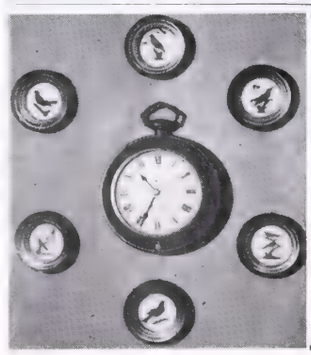
Birds, flowers and "animalitos" are painted fr hand on your choice of cream or terra cotta ba ground. Largest tray measures 9" x 10½" x 2" de smallest tray measures 6½" x 7½".

Each set is an original creation because no decorations are identical. Choose either "octagon corners as shown, or plain square.

Ask for free catalog of imported gifts.

The OLD MEXICO SHOP

HB SANTA FÉ, NEW MEXICO



Charming and versatile Seth Thomas electric wall cl can be used in living room, bed room, dining roo kitchen, play room or hall.

Decorative colors of metallic red, green, silver, copp ivory and white. Can be mounted to conceal outlet.

Popularly priced—$6.95 plus 20% fed. tax.

Height 10 inches, depth 2½ inches, width 8 inches, d 5¼ inches.

Pictures in black and gold leaf frames, glassed. Appr 4 inches diameter $2.75 each. You must be pleased money refunded.

Send check or money order including fed. tax $1.39 clock and 35¢ postage. Each picture add 15¢ post (No C.O.D.'s).

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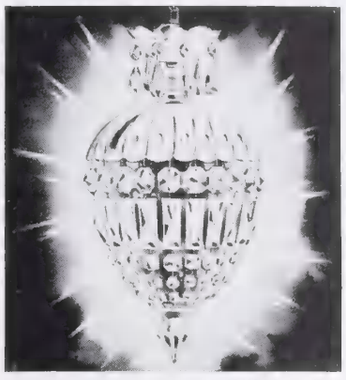
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SHOPPING



S ABOVE ALL will give house the sparkle you want have. The brilliant crystal ns are cut and polished by hoslovakian artisans who fled ermany when the Communists over. Think of this in your ance foyer, a jewel box of a g room or (don't laugh!) a rb bathroom. 8" wide, 14" . $29.50. Other sizes avail- Exp. coll. Paulen Crystal, Broadway, New York 7, N. Y.



EWITCHING WITCH will she has remarkable powers enchantment when she claps peaked hat on her head. rmarket boys will carry her ages. Gas station attendants clean her windshield. Even husband will whistle at her! e in Italy of red, green, yel- or violet raffia, it comes with hing 13" x 11¼" bag for 5 ppd. Kathleen Weller, Box Bryn Mawr, Pennsylvania.



IGNMENT IN 4B will be uted with beautiful precision, surely win a gold star from her, if you give your favorite ent this impressive pencil It's made of polished cedar brass hinges, personalized any name in bold black rs. And inside are 18 fine ils, also personalized, in lolli- colors. 8½" x 3" x 1½" . $2 postpaid. Artisan Gal- s, Fort Dodge, Iowa.





"PENNSYLVANIA HOUSE" MILK STOOL

the stool of many uses. Its shaped saddle top and hand pegging give it the true comfort and charm of Early Colonial days . . . a delight to the youngsters and sturdy enough for a 200 lb. adult. It's hand rubbed to a lustrous, rich finish. Height 11½", seat 12⅞" wide, 9½" deep.

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4-piece Coffee Set in polished, hammered aluminum 2-cup percolator, creamer, sugar bowl, tray. Looks like twice the tiny price. *$4.98* complete*





5-cup Tea Pot of Chrome plated aluminum in striking modern design. .... *Only $3.98**



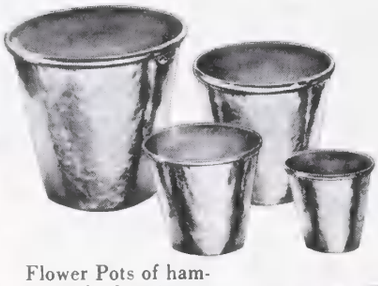
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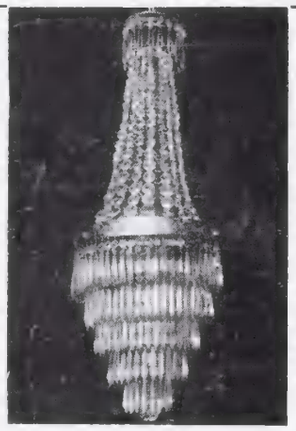
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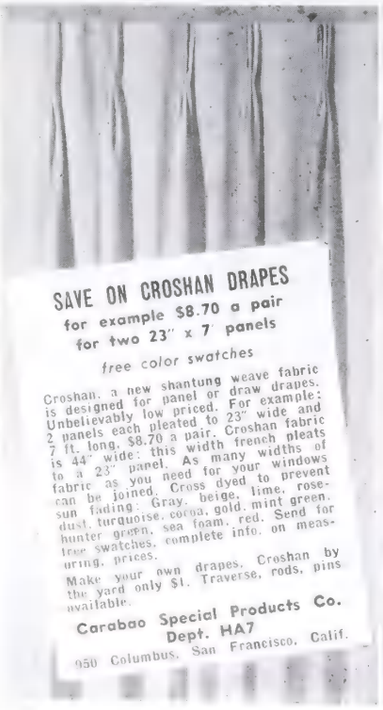


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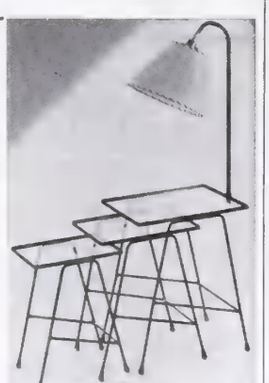
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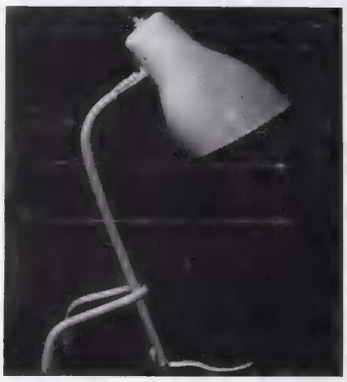
WINDOW SHOPPING



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ANY OLD BAG can look like a glamour girl with expert treatment. And the Leathercraft Process clinic is staffed with experts. Tired alligator, leather, or suede handbags emerge fresh and beautiful. On all new linings, your name is stamped in gold—on request—and *free*. Send bag for estimate without obligation. Leathercraft Process of America, 1052 First Ave., New York 22.

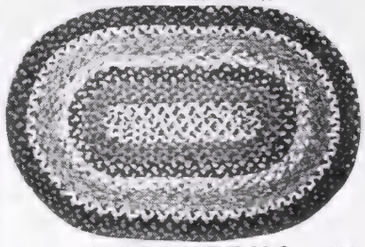


LIGHT ON THE SUBJECT and light on the budget—and who could ask for anything more from a lamp. Made entirely of metal it stands 14" tall on a rubber-tipped tripod base, and the bulle shade swivels in any direction. Switch is on the end of bullet. Choose chartreuse, red, coral, green, grey, white, cream, black, sky blue. $3.98 plus 50¢ post. Jan's Modern Lamps, 140 Bowery, New York City.

(*Continued on page* 51)

OLD FASHIONED BRAIDED RUGS

Savings of 30% to 40%



Authentic Colonial reproductions of handmade patterns. Machine-made of new woolen materials—Hit or miss style—Basically red, green, burgundy, etc. Enclose check or money order—Money back guarantee.

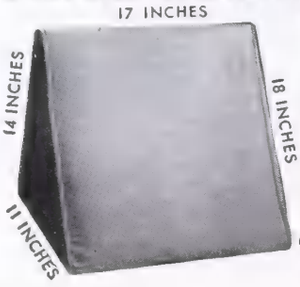
24" x 36"	$6.75
27" x 48"	8.75
3′ x 5′	18.50
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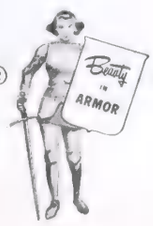


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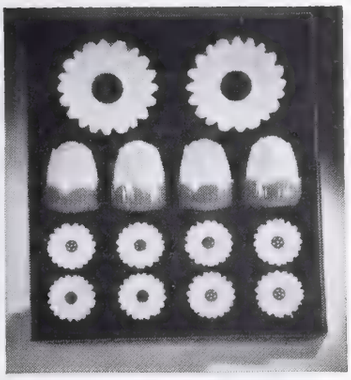
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WINDOW SHOPPING

CONTINUED FROM PAGE 46

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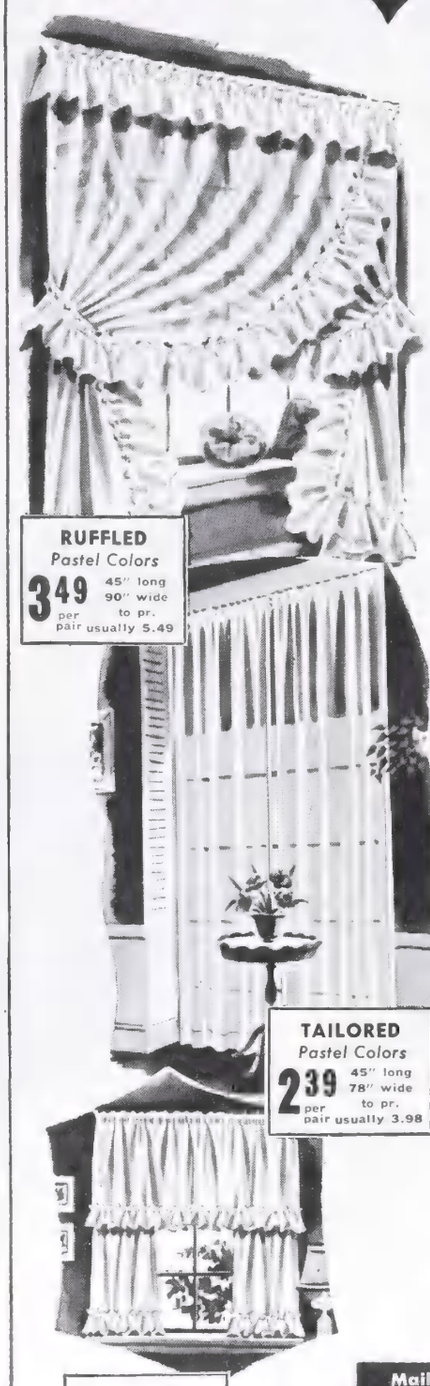
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90"	72"	7.98	4.98
90"	81"	8.49	5.49
90"	90"	8.98	5.98
90"	99"	9.98	6.49
168" (Double)	72"	16.98	9.98
168" (Double)	81"	18.98	10.98
168" (Double)	90"	20.98	11.98
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246" (Triple)	72"	23.98	14.98
246" (Triple)	81"	26.98	15.98
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90" long, usually	5.79 per pr.	4.39
99" long, usually	5.98 per pr.	4.79
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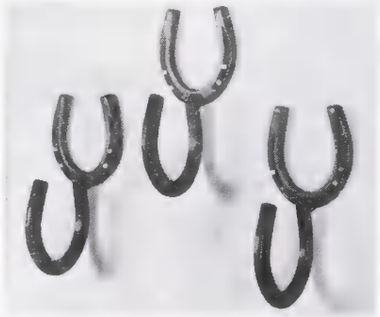


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Individually styled white china dinnerware with black monogram. Modern rhythm shape. 20 piece Starter Set, service for four, $16.95. 32 piece set, service for 6, $29.95. 53 piece Dinner Set, service for 8, $49.95. Open stock available on all items. Indicate monogram. Sorry, no C.O.D.'s. Express collect, shipped anywhere. Send your check or money order to

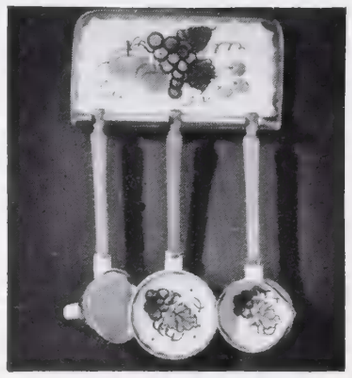
Jacob Karol China Co.
7333 Coldwater Canyon Ave.
North Hollywood, Calif.



WINDOW



FROM THE BOTTOM
there's nothing backward
your diapered dream boat wh
comes to showing off his John
cock. There it is, in large pi
blue letters, scrawled across
plastic baby pants that are pr
with swiss dots. They're bl
style, washable of course,
covered elastic at waist and
Medium, large, or extra larg
a pair; 2 pairs, $1.95. Ppd.
dith's, Evanston 24, Illinois.



BIG DIPPERS: LIT
PRICE. This imported D
set is *very* big in decorative
although the tools with
polished wood handles me
a normal 9″ long. Hand-pa
with fruit designs in under
colors, the 8″ x 4½″ plaqu
look as pretty as a picture on
kitchen wall. With Funnel,
forated Skimmer and Ladle.
ppd. Helen Gallagher, 413 F
St., Peoria, Ill.



DIVIDED YOU STAND
skirt that has the becoming
and fullness of a regular
But it gives you tom-boy fre
to kick up your heels or r
bike because it's divided. Ma
Sanforized denim, excel
tailored, it comes in faded
or navy. Sizes 10 to 20. $5.95
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BEAUTIFY YOUR HOME

IMPORTED CANDLE-DRIP CRYSTAL BOBECHES

#9: Complete set of 8 "U" Drop crystal prisms and round bobeches **$2.05**

#10: Complete set of 8 "U" Spear crystal prism and scalloped bobeches **$2.40**

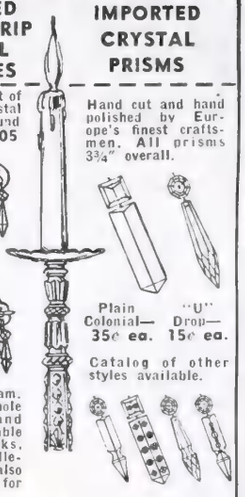
Ea. has 3½" diam. and 1" center hole Other styles and all sizes available for candlesticks, sconces, etc. Candle-drip bobeches also available. Write for catalog.

IMPORTED CRYSTAL PRISMS

Hand cut and hand polished by Europe's finest craftsmen. All prisms 3¾" overall.

Plain "U" Colonial— 35c ea. Drop— 15c ea.

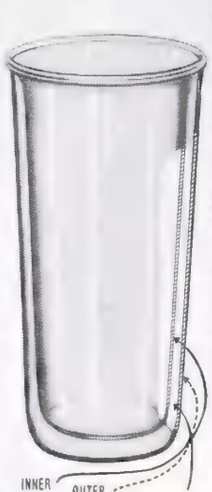
Catalog of other styles available.



Send check or money order. Add 35c for handling and postage.

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Amaze your
and guests
these Therma
blers. Serve c
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Made of two
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• Light Emer
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Set of 8 —
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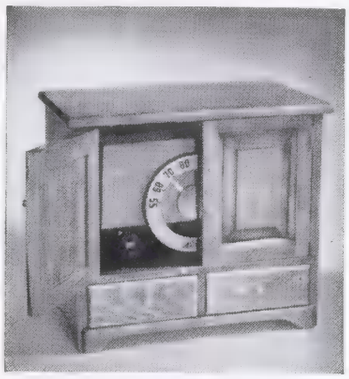
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SHOPPING



IC IN THE KITCHEN

you through cooking and hushing in jig-time. And the handsomest way to a radio we've seen yet. the doors of this handmade spice box, and you'll find cellent 6-tube super hetero- radio. The cabinet even has awers for string, bills, ciga- etc. 12" x 12½" x 8" high, ppd. Craft-Wood Products, d St., Andover, Mass.

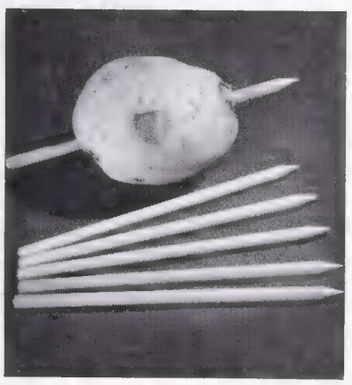


N ABOUT'S FARE

Y when you have this condi- merry-go-round on your The Pompeian green metal revolves, and the Country condiment servers include nd pepper shakers, mustard nd vinegar or oil cruet. of course, come in that rful earth brown and moss pottery. Stand is 6½" e. $7.75 ppd. Carbone, 342 on St., Boston 16, Mass.



K-KWIKS. They're the encil-shaped aluminum won- hat cook from the inside out. pear them into potatoes to ked, roasts or fowl. They ct heat right into the cen- They save you time (bake es in 20 minutes), lower fuel bills, raise your hopes ing your guests before you in with the dinner. 6 for $1 Mastercraft, 212B Summer oston 10, Massachusetts.





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AC/DC electric percolator (UL ap- ed and guaranteed) . . . 2 pastel ed, unbreakable cups . . . 2 stainless teaspoons . . . plastic containers for and sugar . . . all packed in a some, saddle brown, leather-like, zip- d, shoulder-strap case with outside et.

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t. B-4, Highland Park, Ill.



Community Plate Salad Set

Striking contrast between the black nylon soup bowl and fork tines (stronger than wood, not affected by vinegar, garlic, etc.) and the Community silver-plated handles makes this salad set a right gift for any occasion. **$10 Set** Boxed, posted, tax free.

Pattern illustrated: White Orchid. Also available in Coronation, Evening Star, Morning Star and Lady Hamilton.

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only **45¢** a sq. ft. for standard sizes

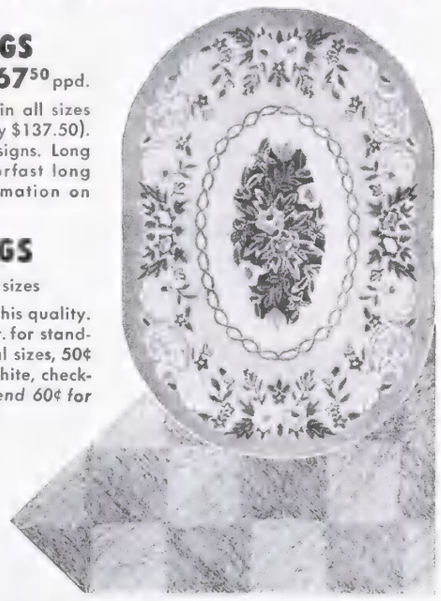
You'd regularly pay 75¢ and more for this quality. Our custom made price only 45¢ a sq. ft. for standard 9 ft. (width or length) sizes. Special sizes, 50¢ a sq. ft. Light natural color. Bleached white, checkerboard, 36" squares also available. *Send 60¢ for sample square.*

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9'x 12' *only* **$52.50** ppd.

Square patterned rugs woven seamless in gray, beige, yellow, green, brown, or off white. Send for free color swatches.



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Elegant addition to buffet parties, family meals . . . a smart chafing dish that keeps food appetizingly hot while the hostess keeps cool! Gleaming solid copper in a convenient 1-qt. size, it comes complete with a graceful stand and canned heat receptacle. Top pan is lined with tin. Grand as a gift, too!

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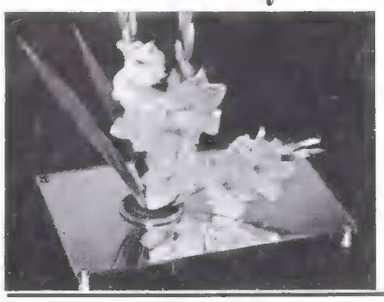
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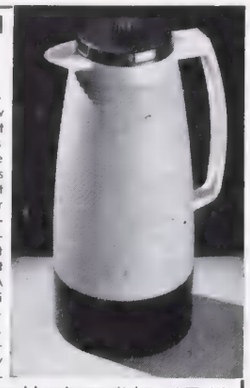


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4 for $3.25 ppd.

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IN ANY COLORS YOU WANT

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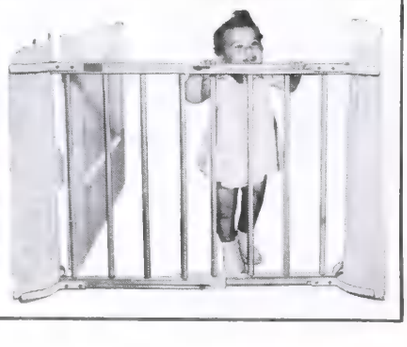
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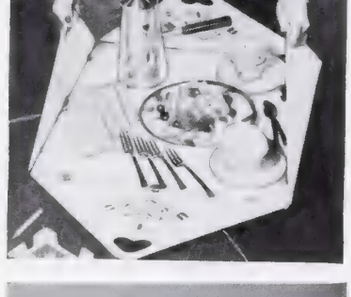




WINDOW



HER MAJESTY Queen E beth II and H.R.H. Duke of E burgh granted sittings to eminent sculptor, George H Paulin, R.S.A., to make 7" and shoulder busts of them subsequent casting in du composition. We think they'r outstanding souvenirs of the C nation year. Antique ivory fi $5.95 the pair. Add 50¢ Hammacher Schlemmer. 14 57th St., New York 22.



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3 BEERS FOR 3, or "al me" if you're greedy—right the refrigerator, icy cold frosty, to your first spring pi to summer's tennis court and boat, or to next fall's foo games. The tartan conta Fiberglas-insulated, is tailore a trio of beer cans, has a b can opener looped to the $5.50 postpaid. Order from Jarrell, Inc., 84 Broad St N. W., Atlanta, Georgia.



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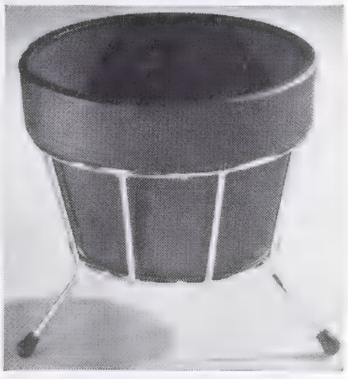
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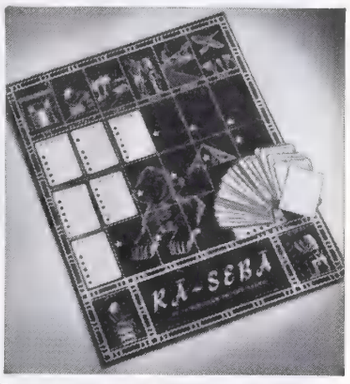
LOVE LIGHTS. These, above all, are our choice for summer dining. Anything we might say about them would be anticlimactic—except to point out that they're beautifully designed, majestic, and the solid brass candlesticks gleam superbly. You might ring the saucer bases with daisies. 16″ to the top of their crystal chimneys, $17.95 pr., ppd. Jenifer House, New Marlboro Stage, Gt. Barrington, Mass.



WHEN YOU GO TO POT, do it in a grand manner. For instance, have you ever seen a flowerpot that could match the elegance of this Black Beauty? And when it's throned in a gleaming brass stand, the combination of mat black and golden radiance is downright majestic. 5½″ wide, 5½″ high, stand has rubber-tipped legs. $2 plus 25¢ postage. Order from Greenhall, 509 Fifth Avenue, New York 17, N.Y.



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Send for New Spring Catalog.

INITIALED TABLE CLOTH AND NAPKINS



It is impossible to be too enthusiastic about this beautiful set. It's really something gorgeous. You'll love it for its rich, luxurious appearance and for the giant single letter initial that is woven into the fabric. Imported, it is of fine rayon taffeta damask and it may be had in Peach, Gold or Old Ivory. Launders beautifully. A set you'll reserve for very special occasions. Amazingly low priced. When ordering, be sure to state initial desired. Luncheon size 50″ x 50″ with four 12″ x 12″ napkins. Dinner size 56″ x 76″ with eight 16″ x 16″ napkins. $6.00 postpaid. $3.75 postpaid

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You can easily grow exquisite "Butterfly Orchids" anywhere indoors. From early Spring through Summer they'll bear as many as 200 exotically fragrant miniature white orchids with purple throats. Crown of 10 or more bulbs is mounted on highly decorative oak slab, ready to hang or set anywhere. Fun to grow, a delight to give or own yourself. Simple instructions provided. Only $2.00 postpaid. Max Schling Seedsmen, Inc., 615 Madison Ave., New York 22, N. Y. *Our Exciting Spring Gift and Gadget Catalogue FREE on request.*

VINE and DANDY

Nicest way to bring "the birds and flowers" indoors—these cheery ceramic planters. Two saucy, yellow birds perched on top of green gourds, which you'll plant with ivy, fill with daisies. The hand-painted colors, fired under glaze, are clear and Spring-looking. 5¼" high.

Vine and Dandy **$2.95** *the pair, ppd.*



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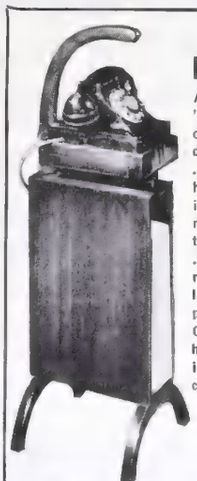
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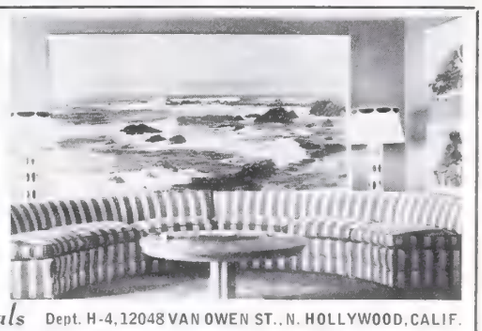
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WINDOW



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BALLERINA MOBILE. You've heard so much about mobiles during the last year, don't you think it would be fun to own one? And for your dancing daughter's room, here's the Ballerina. Hang it from doorway or lamp cord. The slightest movement of air will send her pirouetting, the stars will flutter, the swans will sail, the ballet shoes will twirl. $2.50 ppd. Foster House, Princeville, Ill.



SPARKLE PLENTY. Here are dramatic hollow-stem goblets with the look of bubbling champagne. Gold and silver metallic flecks are imbedded in clear plastic to give you divine indoor or outdoor glasses. Can't you picture them on the lawn this summer or down at the beach, brimming with icy cold beer? Or as water goblets on the dinner table? $1 each or $6.50 for 8. Ppd. Terry Roberts, 116 E. 53rd St., N. Y. C.

GIVE A FAMILY HEIRLOOM



Adorable Sleeping Tot Figurine

- COLORED TO ORDER—"JUST LIKE BABY"
- "BABY'S" NAME IN GOLD ON PILLOW

Delight the heart of any mother—young or old—with this thrilling remembrance of those tender moments "peeking in on Baby". One of those rare little gifts that produce more squeals of delight than a mink coat. The delicate, lifelike coloring and gold lettering is glazed in for permanence. Figurine is 5 inches long.

Pajamas are PINK, BLUE, or YELLOW—State choice. Give color of hair and name of baby.

ONLY $2.00 POSTPAID

Delivery—two weeks. No C.O.D.

Price includes *one word* name. Additional lettering—add .25 per word.

BABY SHOE STUDIO
Dept. 16
Richmondville, N. Y.

DON'T LET YOUR CHILD Break His Neck or Injure His Head, by FALLING OUT OF BED!



PATENTED

PROTECT Your Child with "YOUTH GUARD"



Converts Any Bed to Youth Bed. Easily Attached. Portable. Can be taken on trips. Beautiful rich looking colorful plastic. covered wood with chrome steel supports. Will not mar bed. Perfect for children of all ages. Available in two sizes.

#79—31" long x 21" tall, specify blue or pink — One side	#79A—48" long x 21" tall, specify blue, pink or white — One side
$3.95	$4.95

Towne Products

(Adapters for Hollywood or Angle Iron Beds $1.00 per set extra.)

2079 East 16th Street, Dept. H, Brooklyn 29, N.Y.



Frankly Fabulous

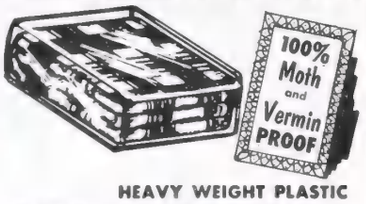
HAND KNIT BABY OUTFITS

These adorable outfits, knit entirely by hand of the finest, softest wools, are the most luxuriously useful shower or christening gifts imaginable. "Tom Boy" style shown above in a refreshing new color combination—white with he-man red and blue trim. "Little Lady" style (not shown) is an exquisitely feminine version in dainty pastel yellow. Blocked to fit all sizes to 1 year. Gift boxed. Mail Orders Filled. Satisfaction guaranteed.

Sweater $5.50 Booties $3.50
Hat $3.75 Soaker $3.50
4-Piece Set $15.95

DEL-RICK'S • Dept. KW-107 • RIVERSIDE, ILL.

Store your BLANKETS and GARMENTS SAFELY



HEAVY WEIGHT PLASTIC

CEDARIZED STORAGE BAG

No Better Protection Giant size 48 x 54" Translucent plastic storage bags that protect your woolens against moth and vermin damage. Saves hundreds of dollars. Cedarized by a special impregnating process. Makes bulky items easy to store. Lasts for years.

$1.00

STORO-PLASTIC CO.
Dept. A, Box 539, Columbus, Ohio

FOR EXTRA ROOM AT THE TABLE . . .

T-TOP

THE ORIGINAL FOLDING TABLE TOP

Simply fold T-Top over your card table, cleats on underside hold it firmly in place—and presto!—seating capacity of your table is increased to seven! 46" diameter fits any standard size card table . . . light-weight . . . sturdy construction allows heavy, every-day usage.

Send for your T-Top now. Immediate delivery, unfinished or dark green, rich red, dark brown.

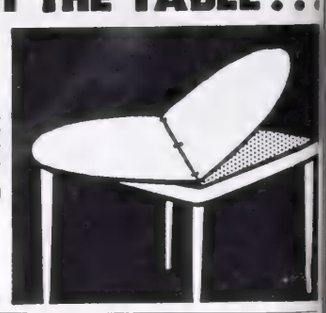
Unfinished $4.95 — Painted $5.95

No C.O.D.'s please. Shipping Charges Collect

Send check or money order to

T-TOP COMPANY, INC.

Jefferson Avenue Dept. B Salem, Mass.



IT'S NEW! THE IDEAL GIFT FOR *ALL* OCCASIONS



This rigidly constructed, moderately priced all-hardwood SEE-SAW is ideal for indoor or outdoor use . . . perfect for long wintry days indoors, the ultimate in outdoor use come spring and summer. Absolutely safe and durable, this ENDURABLE by BROOKLINE is 7 feet long, with a frame 19 inches high, adjustable to three different heights; has a capacity of 300 pounds. It's "BEST BY TEST". This SEE-SAW is light and easy for a tot to carry. Features five different weight combinations. Won't harm furniture. Takes minimum storage space. IMMEDIATE SHIPMENT. Shipping weight 20 pounds.

Satisfaction guaranteed, or money refunded.

ONLY $12.95

EXPRESS COLLECT NO C.O.D.'s

BROOKLINE

Box 322 Ulysses, Pa.

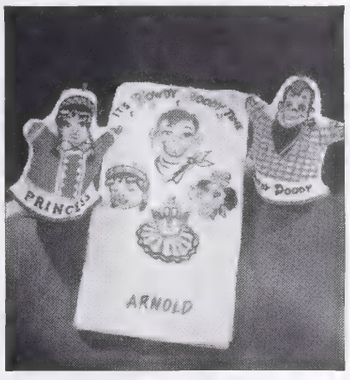
SHOPPING



GREASE CADDY makes excellent sense. Made of black and white glazed ceramic that looks like marble, the caddy is tailored to fit an empty one-pound coffee can. Now you can save those trippings and dispose of them easily—and the operation is handsomely camouflaged. $4.25 ppd. Holiday House, 14 Bellevue Theatre Bldg., Upper Montclair, N. J.

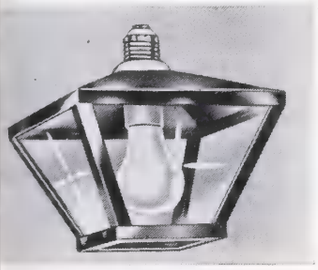


HOWDY DOODY FANS, being of the age most allergic to soap and water, will bounce into their baths if you get them this gay set. The 20″ x 40″ Howdy Doody bath towel is personalized with your child's first name. Puppet wash mitts feature Princess Summer-Fall-Winter-Spring, Clarabelle, Howdy Doody, and Mr. Bluster. Towel with any 2 mitts, $3; with 4 mitts, $4.25. Susan Smith, Dundee, Ill.



THE MAGIC WAND is the Evree Miracle Stick that's Prince Charming to you; Fairy Godmother to your solid brass, copper, porcelain, sterling and plated silver. And a regular Houdini at cleaning white sidewall tires! Fine for windshields, mirrors, chrome. In self-storing container, this Abracadabra is $1 ppd. Miles Kimball Co., 33 Altoma Blvd., Oshkosh, Wis.





Ideal for porches, recreation rooms, hallways and solariums.

Screws in like a light bulb!

PORCH LIGHT DELUXE

Order this charming solution for that ugly fixture or open socket in your porch ceiling. No wires to connect, just screw it in. English Coach Lantern design. Satin-black wrought iron frames with glass plate sides. 9″ high, 7½″ square. Takes any size replaceable bulb. No wires to connect. **Only $5.95** Postpaid

Satisfaction guaranteed or money refunded.

artisan galleries

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Your boy will jump for joy when he sees this new, different play vehicle. With it he'll do all kinds of constructive "play work". The **INLAND BULLDOZER TRACTALL** looks just like the kind adults use. Chain Drive. Ideal for children up to age 12. Complete line of Tractors and attachments from $8.50 to $34.95. Write directly to us for **FREE** literature.

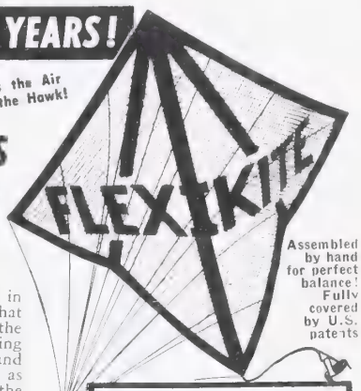
Inland Mfg Corp., Dept. HB-4, 164 Ellicott St., Buffalo 3, N. Y.

FIRST NEW KITE IN 500 YEARS!

Flaps Its "Wings" Like the Eagle! Floats On Air Columns Like the Seagull! Rides the Air Like the Hawk!

SOARS • HOVERS • GLIDES

FLIES ON THE WIND LIKE A BIRD!



Assembled by hand for perfect balance! Fully covered by U.S. patents

BRECK'S of Boston brings you the first new kite in centuries—the first true flexible flying machine that flies on the air rather than being pulled against the wind like ordinary kites. Designed by noted jet-wing engineer F. M. Rogallo after two years research and wind tunnel testing, FLEXIKITE is as advanced as the newest delta wing! Flies in any direction at the command of the "pilot" standing on the ground . . . loops and dives like a fighter plane, hovers overhead, soars, climbs, glides. First true CRASHPROOF kite because there's nothing to break—and first ALL-WEATHER kite because it's made of indestructible plastic!

LIMITED SUPPLY—ORDER TODAY! Be the first to fly FLEXIKITE—the whole family will have fun! Write today enclosing check or money order for only $3.50 and complete kite will be sent postpaid under Breck's famous 136-year-old money back guarantee of complete satisfaction. Order No. G189.

- *Frameless*—no sticks, rods or props to break; strong laminated plastic sheeting resists trees, wires, brambles—takes a crash without injury
- *Comes with* 300 feet of rugged Nylon flying string
- *Windsock* of bright, tough *Vinyl* for smooth flying; you pack the entire kite in the windsock when through flying for the day

Home and Garden Gifts

BRECK'S

ONLY $3.50 postpaid

270 Breck Building, BOSTON 10, Mass.



KACHINA PRINCESS

$6.95 ppd.

Conversation pieces—hand beaded in a colorful Thunderbird design. Hand-sewn, skinsoft, washable, cowhide moccasins in Palomino, White, Turquoise and Red. The airfoam innersole gives tired feet a lift, puts a spring in your step. Slip into these—"slip around in style!" Adult sizes 3-9.

Send *actual* shoe size and color. *No COD's. Satisfaction Guaranteed.* Write for FREE Catalog.

Miller's CURIO CO. Dept. B-3
256 E. CONGRESS Tucson, Arizona

HATS IN VIEW - - - NEATLY TOO



No more crushed out of shape hats. At last a smart economical and durable Hat box Set . . . finished in a tan linen weave, has a front window which opens outward from the bottom making it easy to remove and replace hats without taking hat box off the shelf. Each roomy box measures 13″ x 13″ x 7″. Will fit men's or ladies'. It's a necessity for a neat closet.

Set of 3 . . . Only $2.79 postpaid

Satisfaction guaranteed or money back

Write for Free Catalog of Wonderful New Gifts.

Shop the Armchair Way

DOWNS & CO.
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NEW SYSTEM FOR HOME GARDENING



2.25 8½x5½″ postpaid

LOOSELEAF Garden Book helps you plan a better garden. Valuable information begins each indexed section. Has sheets for notes, manila sheets for pasting, envelopes for clippings. All mounted in 3-ring texhide binder.

MOM DOES IT!

HOME FIX-IT KIT

1.95 postpaid



You can remove fruit, oil, grease stains, fix frayed wire and do many other "men's jobs". Also contains plastic cement, deodorizer, instructions. Be a miracle worker in your own home.

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Send Check or money order, no cod, satisfaction guar.

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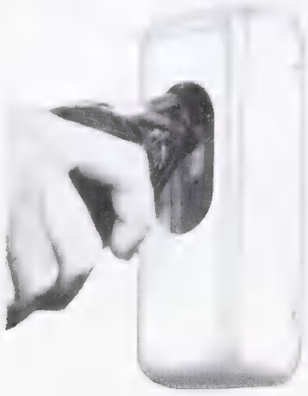
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"So easy-so tidy to open bottles with my Acton"



Your new Acton Bottle Opener – Crown Catcher opens all beverage bottles so quickly, so easily – and stores away the caps as it takes them off. No fuss, no bother – no bottle caps cluttering your sink top or floor – no mislaying your opener. Handy little Acton (2¼" wide, 5¼" high) fastens firmly with two screws (furnished) anywhere on cabinet, counter or wall. Handsome, bright enamel finish; your choice of colors – red, green, yellow, white. Only $1.25 (or 3 for $3.50) postpaid in U.S.A. Please remit with order. Guaranteed to please you! NO STAMPS OR C.O.D. PLEASE.

ORDER direct-by-mail *today!*

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Solid Cherry "Sunday Meeting"

Hanging HAT RACK

"Accordion folding" hat rack. Fits any wall space. Extends from 4½ to 60 inches! 20 in. high, 4 in. deep. Solid Cherry in rich cherry finish. Postpaid.... $8.95

Send 25c for 80-page catalog. Shows complete collection "Quaint American" solid cherry furniture, milk glass, lamps, carpet and decorative accessories.

Carl Forslund INC.
122 FULTON, GRAND RAPIDS 2, MICH.



U.S. Pat. #2616566

Safe-Lock Gun Racks

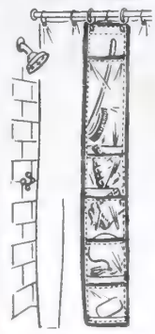
Displays your Guns . . . Protects your Family
THE GUNS AND AMMUNITION ARE LOCKED IN

These handsome sturdy gun racks safely lock your guns in the desirable display position. The large drawer in the 4 and 6 gun racks locks up ammunition, hunting knife, pistol, cleaning gear, etc. One key unlocks drawer and guns. Guns can not fall or be taken out. Children, friends can not tamper with them. The only one of its kind. Finely hand crafted in satin smooth honey-tone knotty pine or a lovely mahogany finish.

4-Gun Lock Rack—24" x 28" high (illustrated) $19.95
6-Gun Lock Rack—24" x 40" high..... 29.95
3-Gun Lock Rack—24" x 21" high (no drawer) 12.95
All Express Charges Collect. No. C.O.D.'s.

Field House
Dept. B4-3
North Conway, New Hampshire

Shower Aid



Keep singing in your shower — have everything handy, prevent accidents and frayed tempers. Shower Aid is of clear heavy plastic, has 5 pockets, 2 plastic hooks for hanging on rod inside shower curtain. One long pocket holds brush, four smaller pockets hold sponge, soap, cloth, shampoo, shower cap. All have drain holes. Handy in the kitchen too.

$1.00 postpaid

TELEPHONE SHELF



Keep your telephone where it's easiest for you to reach, by mounting shelf on wall at the right height. Sturdily constructed shelf is 11¾" wide, 8½" deep, with 2¾" space between shelves. Ivory, white, green, brown, red. $3.25 postpaid. Unpainted, $2.80 postpaid.

May Birn
79 West Grand St., Dept. B-3, Mount Vernon, N. Y.

RELAX- in the Luxury Gift



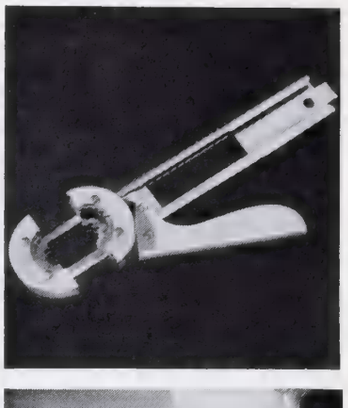
Specify men's or women's regular shoe size

GENUINE BUCKSKIN...hand-cut by Western craftsmen into handsome loafers that mold to your feet for perfect fit. Sturdy outer sole...foam rubber insole cushion. Easy to get on and off, yet hug your feet when you walk. Fold for traveling. Washable. Suntan buckskin color. Mailed postpaid. Money back guarantee.

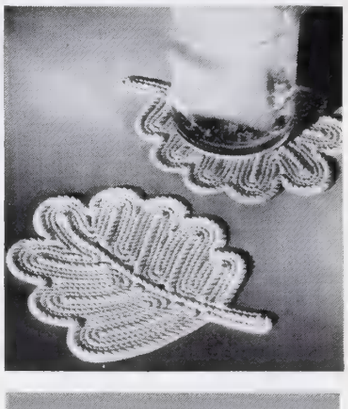
Write for FREE catalog of distinctive gifts.

Lucy Morris *Good Things for Good Living*
5095-M S.W. Barnes Road, Portland 1, Ore.

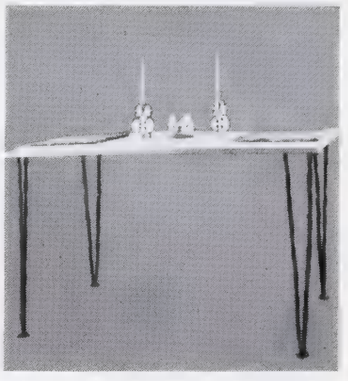
WINDOW SHOPPING



GILHOOLIE BY GOLLY i better than a strong arm for th weak sister who can't budge th screw cap from a kitchen jar. It adjustable, gear-locked jaws an non-slip teeth exert terrific pres sure on the most stubborn cap It also opens vacuum jars. re moves bottle tops—and reseal them. Chrome-plate on steel, 9" long, $4.95 ppd. Riswell Co Dept. 9a. 1121 N. Broadwa Yonkers 3, N. Y.

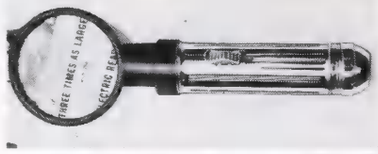


IT'S A NEW LEAF we'r showing you, in colors as clea as a morning in May, at a pric that makes it extravagant *not* t get them. Because these leave are coasters and they'll pay fo themselves in the protection the give table tops. Made of plasti that looks like hemp, in white yellow, green, blue, coral, gray red, chartreuse. Set of 8, $1 ppd House of Schiller, Dept. 75, 18 N. Wacker Drive, Chicago, Ill



A NEW TWIST makes thes wrought-iron legs (black, red yellow, blue, green, or white mighty attractive underpinning for practically any piece of furni ture you want to make or re-styl yourself. All you need is a scre driver. Set of four ½" V-shape legs: 6" high $7.50; 12" $8.50 16" $9.50; 22" $11.50; 28" $16.5 Ppd. No c.o.d.'s. Cuprometa Mfg. Corp., Box 115, Dept. 10 Corona, New York.

(*Continued on page* 63)



ELECTRIC MAGNIFIER

Magnifies 3 times, see clearly and distinctly without straining your eyes, full 3½" across, read 12 to 18 lines of ordinary newspaper without moving the reader—Battery Model $7.50

ABBEON SUPPLY CO.
179-21F Jamaica Ave. Jamaica 32, N. Y.

SWISS ARMY KNIFE THE POCKET KNIFE YOU DREAM ABOUT



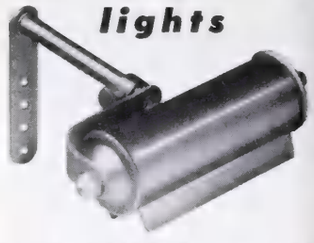
8 BLADES, INCLUDING SCISSORS AND SAW; ALSO TOOTHPICK AND TWEEZERS IN SIDE WALL. MADE IN SWISS WATCH COUNTRY OF TAHARA STEEL.

PRICE $12.50 POSTPAID

100% SATISFACTION GUARANTEED OR MONEY BACK

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DISTRIBUTED LIGHT WITH NO SHADOWS

Proper lighting for your favorite pictures in your home will enhance their beauty, provide a soft even lighting—inconspicuously—for these picture lights are designed to blend into a frame for maximum beauty.

★ Made in 3 sizes: 5" wide — one light
7" wide — one light
15" wide — two lights

$5.00 on 5" and 7" Postage Paid
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Guaranteed or money refunded.

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922 N. 4TH STREET • MILWAUKEE 3, WIS.

Right and left half sofas as shown . . . $199.50* for 2 pieces

*Slightly higher in some areas



Three-piece sectional as shown . . . $199.50*



Sofa as shown . . . $139.50* Chair as shown . . . $79.50*

So casual! So comfortable!

. . . and so refreshingly new in styling!

KROEHLER

(Say KRAY-LER)

'Smartset'

furniture group

Whatever your heart desires . . . it's here in this thrilling new Kroehler furniture! Smart sofas . . . half-sofas . . . three-piece sectionals . . . and lounge chairs . . . just take your choice!

There's the look and feel of luxury in every inch of this superbly comfortable new "Smartset" group. Soft reversible seat cushions . . . space-saving design that's especially created for today's living rooms. And of course, this furniture is Cushionized† for years of prideful possession.

Create dozens of interesting room arrangements! Wide selection of pieces, fabrics and colors! Convenient monthly terms available at most Kroehler Retailers!

See this exciting new furniture at your nearest Kroehler Retailer . . . soon.

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HOME OF MR. AND MRS. M. W. MILLER, BUCYRUS, OHIO
ARCHITECT: LOUIS ANDRE LAMOREUX, MANSFIELD, OHIO

Let nature paint your picture . . .

a whole wall wide!

When your whole wall becomes a picture window, you bring in the breath-taking beauty of the outdoors. Flowers, trees, birds, weather—all become exciting parts of living.

In most climates, big glass areas like this need insulation for comfort. There's only one practical way to do it—with insulating glass. That's how this big window is glazed—with *Thermopane** insulating glass. In winter, you can sit nearer the window without feeling chilly drafts. *Thermopane* saves fuel, too. And steam and frost don't collect on *Thermopane* as readily as on single glass.

In summer, *Thermopane* insulating glass keeps rooms cooler. In air-conditioned homes that is especially important because it reduces the operating cost. *Thermopane* makes rooms quieter, too—deadens outside noise.

Thermopane can be used in large, fixed windows, as here—or in ventilating sash of many kinds. It's a wonderful thing to have in every window of the house. Then you'll never have the trouble or the expense of putting up or taking down storm sash each fall and spring.

Your L·O·F Distributor or Dealer can tell you all about it. He's listed in the yellow pages of phone books in many principal cities. Write for our informative booklet "Self-insulating Windows of *Thermopane*". Libbey·Owens·Ford Glass Co., 143 Nicholas Bldg., Toledo 3, O.

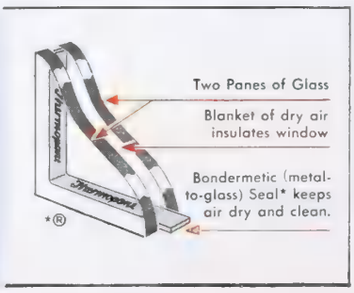
Look for the name THERMOPANE on the seal between the panes

L·O·F

Thermopane
INSULATING GLASS

FOR BETTER VISION SPECIFY THERMOPANE MADE WITH POLISHED PLATE GLASS

Thermopane makes windows self-insulating. It is ideal for picture windows, window walls and windows that open and close. Used in every window, it saves money year after year on fuel and air conditioning.



"Down right magic

—the way your exciting modern 'Open House' idea transformed my old-fashioned 'problem house'!"

With these new "Open House" Fabric Groups you can tie-together one room, or—many rooms! Once you find your favorite pattern, you *know* its perfect companion pattern is waiting—in a wonderful choice of colors! First created for modern homes with open, "see-through" separation—hence the name "Open House"! Now . . . owners of every type home are delighted with the way these cleverly-planned fabrics unify all, and any decorating schemes! Mail coupon for a "peep" at TV Celebrities' homes and other "Open House" Fabric Groups!

Note: These nap-of-luxury fabrics are richly textured—yet not over $3.00 a yard—in patterns for every decorating style from traditional to contemporary!

Illustrated, L. to R.: "Fancy," "Silhouette"



Marguerite Piazza

. . . Beautiful Television Star and Metropolitan Opera Soprano.





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world's largest dinner... will also take your old silver in exchange on a purchase of any one of 100 new, current patterns.

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custom elegance *for every home*

Never before . . . never before Needletuft's exclusive Spunvis Rayon has it been possible to find hand-carved rugs for only about 11.95 sq. yd. And such rugs! Deep, dense luxury pile . . . 16 fashion-genius colors . . . a heavy nonskid backing. More Spunvis magic . . . these showpiece rugs are phenomenally long-wearing, washable, stain-resistant, and mothproof. Round, oval, or oblong shapes, accent or room sizes up to 12′ by 21′. The same marvelous Spunvis in Needletuft's broadwidth carpeting, "Nobility" is only about 9.95 sq. yd.



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Division of Cabin Crafts, Inc.

Thermopane
INSULATING GLASS

FOR BETTER VISION SPECIFY THERMOPANE, MADE WITH POLISHED PLAT



WINDOW SHOPPING

CONTINUED FROM PAGE 58

THE THIRD SHAKER in this glad seasoning set is for *Accent*. In case you don't know about the magic of Accent (pure monosodium glutamate in easy-to-use crystals), it brings out, emphasizes and holds the natural flavor in foods. It makes steak taste steak-ier, mushrooms mushroomier. The 4-oz. glass jars (you fill 'em) have red plastic shaker tops. 10½", rack is plastic. $1.50 ppd. Black & Co., Forest Hills, N. Y.



STORYBOOK WINDOW, wonderful for a child's room, comes to you as a three-piece unit, complete with Plantation Shutters (they eliminate curtains), Cornice and Catch-All Shelves for toys, games, books. For a 32" to 36" wide x 54" high window, $125. Available in any of 15 colors or 8 wood finishes. For further information write Devereux Products Co., 1725 Berkeley St., Santa Monica, Cal.



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★ Brighten monotonous salt-restricted diets with tasty Cellu Low Sodium Foods! Try his Special Offer, and see just how flavorsome they are: One 7¾ oz. tin Dietetic Salmon; One oz. jar Sodium-Free Baking Powder (wonderful for biscuits, crusts, etc.); one 6 oz. jar Dietetic Peanut Butter; One half pound jar Dietetic Cheese (sodium content less than milk). All sent ppd., only $2.55

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SHU-DRI Deodorant

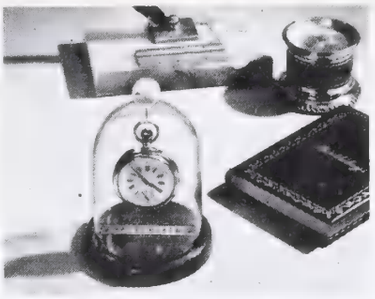
Slip these colorful deodorized bags into your shoes overnight. They remove all odors, perspiration, and moisture . . . leave all men's, women's and children's shoes dry, fresh-smelling and comfortable. Shu-Dri's clean pine scent disappears in wear. Chlorophyllin Ingredient. Wonderful for drying wet shoes and rubber boots. Shu-Dri lasts indefinitely. Unconditionally guaranteed to give satisfaction.

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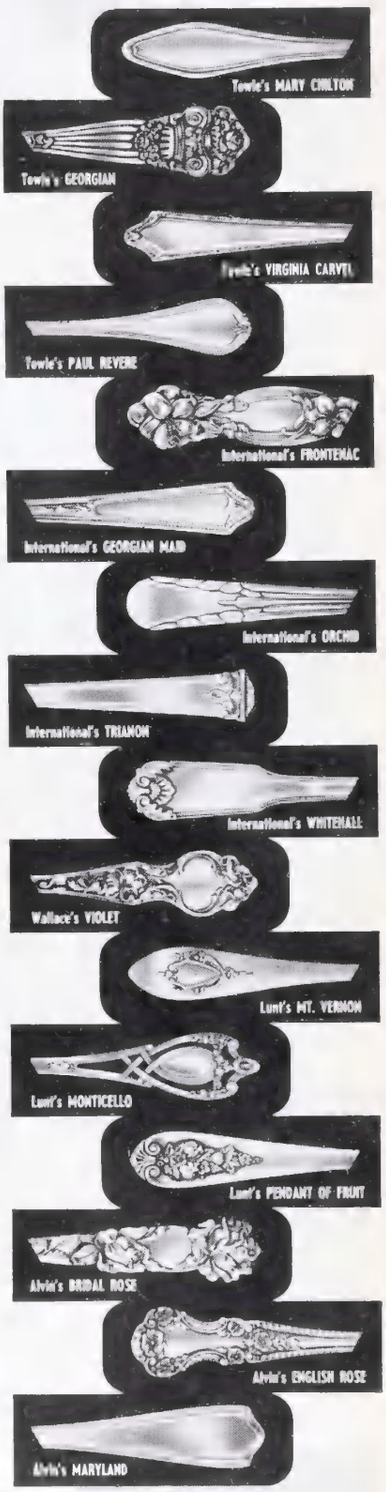
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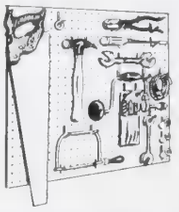
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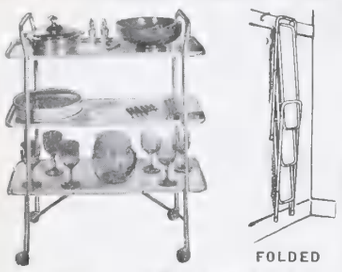


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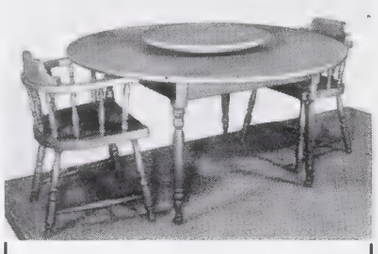
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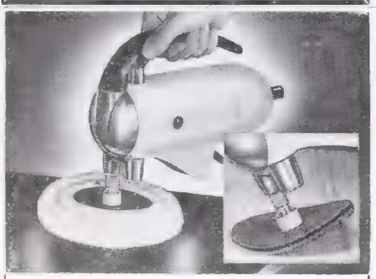
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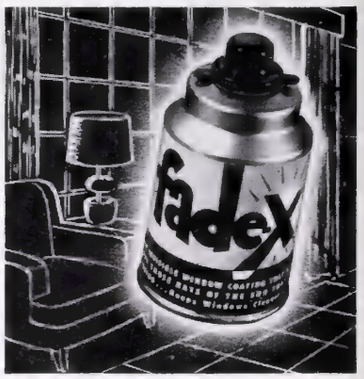
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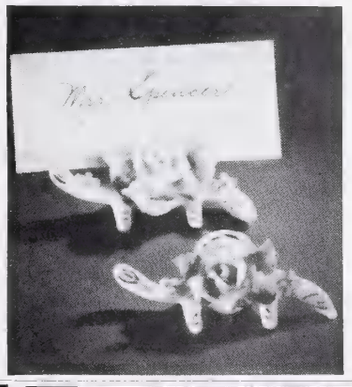
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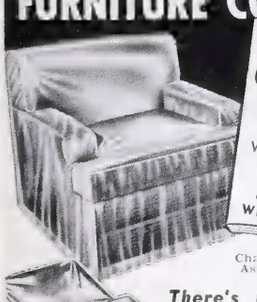
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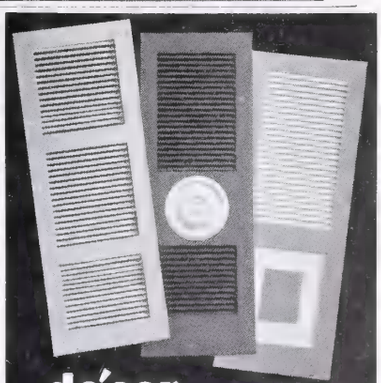
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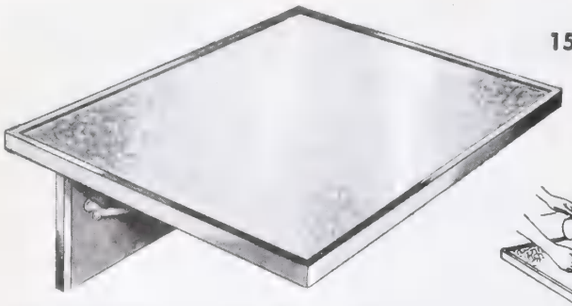
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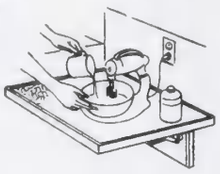
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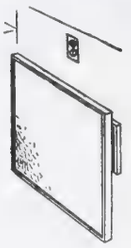
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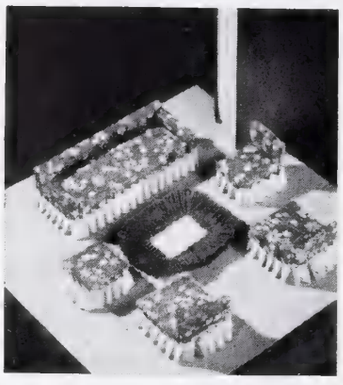
WINDOW



WHEN IS A CAN A CUP? When it's a *Kan-Kup*. And the conversion is a snap with this new plastic collar that snaps on the rim of a beer can and instantly turns it into an easy-to-drink-from beaker. A beer-quaffing expert tested them for us and pronounced them "Super!" Carton of 6 in assorted colors is $1 ppd. You can order from The Bar Mart, 62 W. 45th St., New York.



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DAY & NIGHT SMASHING EFFECT WEATHER-PROOF EASILY APPLIED JUST PRESS ON FLAT OR CURVED SURFACES REFLECTIVE GLOWING COLORS EASY TO SEE, RECOGNIZE, REMEMBER!

Stunning . . . your *own reflecting bright as light sign* made in 3 minutes! Permanently marks
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Modern Gothic capital letters or numerals, 2" high, at only 35¢ ea. Introduction special: send $1.00 for 3 letters, or numerals, or 3 ft. 1" wide car-bumper tape strip . . . to light up your car. Postage prepaid. Check or M.O. for larger quantities. (4" high 75¢ ea.) No C.O.D.'s. Specify silver or red color and print letters or numerals desired.

"BRIGHT-AS-LITE" SIGNS
a Division of DYN
Dept. HB 1239 St. Nicholas Ave.
New York 32, N. Y.

SHOPPING



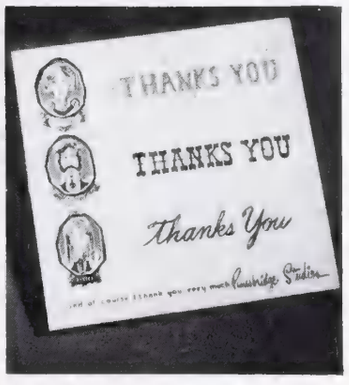
WASHLINE TROLLEY means farewell to old back-breaking methods of hanging out the clothes. Just slip the trolley on the line and suspend clothes basket from it. Clothes-pin bag hangs on hook provided. Your basket is always at convenient waist height, trolley glides along easily, is durable and lightweight. $1.98 postpaid. Huss Brothers, 100 W. Chicago Ave., Chicago.

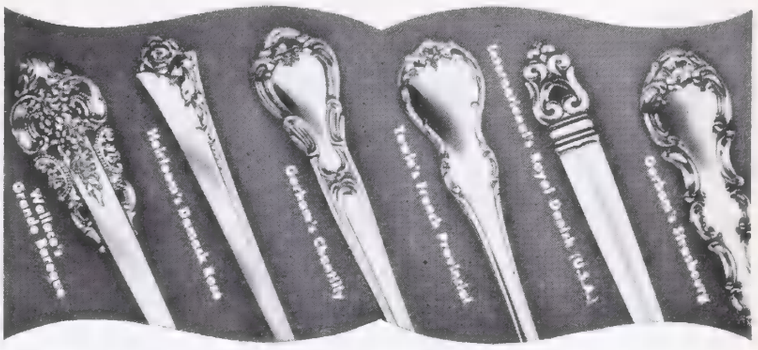


AN INFATUATED LOVER of dogs might even turn her affection on you for a moment if you're the donor of this darling trio. And don't they look as if they're waiting for a cozy home on a knickknack shelf—center stage? Made by Royal Doulton with soft and creamy natural coloring, the Sealyham, Alsatian and Pekingese stand about 2″ tall. $4.50 each ppd. Nelmor, 901 Bergen Ave., Jersey City 6, N. J.



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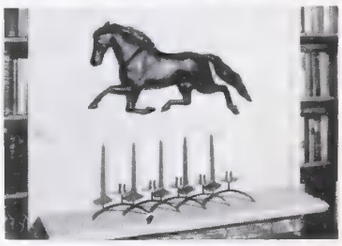
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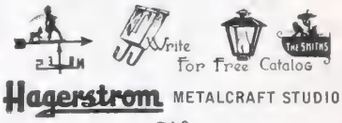
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Faith





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. . . complete with the story* telling how faith changed 2 lives—and how it can change yours

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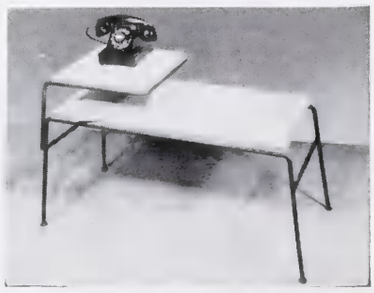
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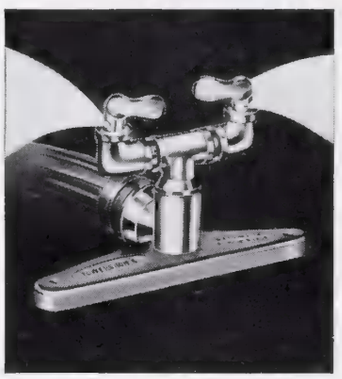
WINDOW



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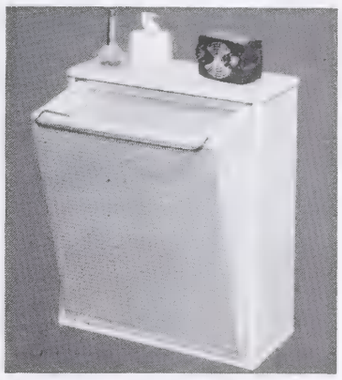
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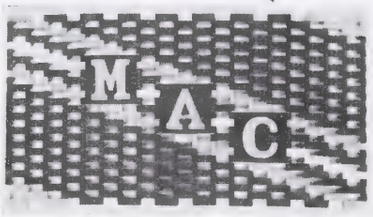
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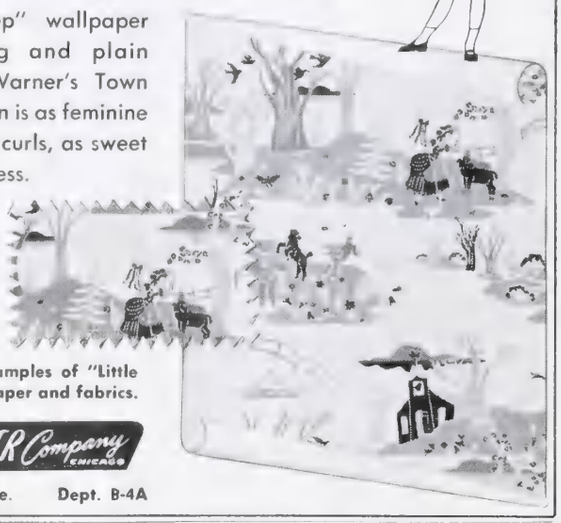


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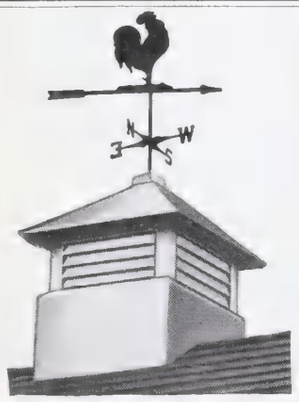


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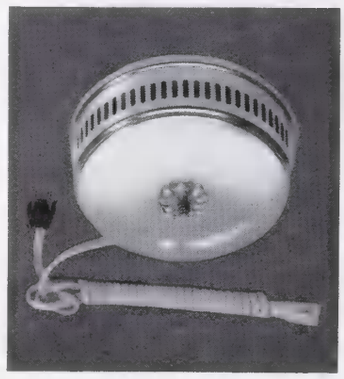
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CLEAR THE AIR of disagreeable odors with this new Pin-Up Ozone Deodorizer. Ultraviolet from the G.E. Ozone Lamp activates the oxygen in the air to form ozone. It destroys odors, prevents mustiness and freshens the air. One lamp unit takes care of spaces up to 1,000 cu. ft. $6.95. Two lamp unit for spaces up to 1,700 cu. ft. $8.95. Ppd. Bklyn. Electronic Deodorizer Co., Box 7, New Lots Sta., Bklyn. 8, N. Y.

(*Continued on page* 75)

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Rose Point

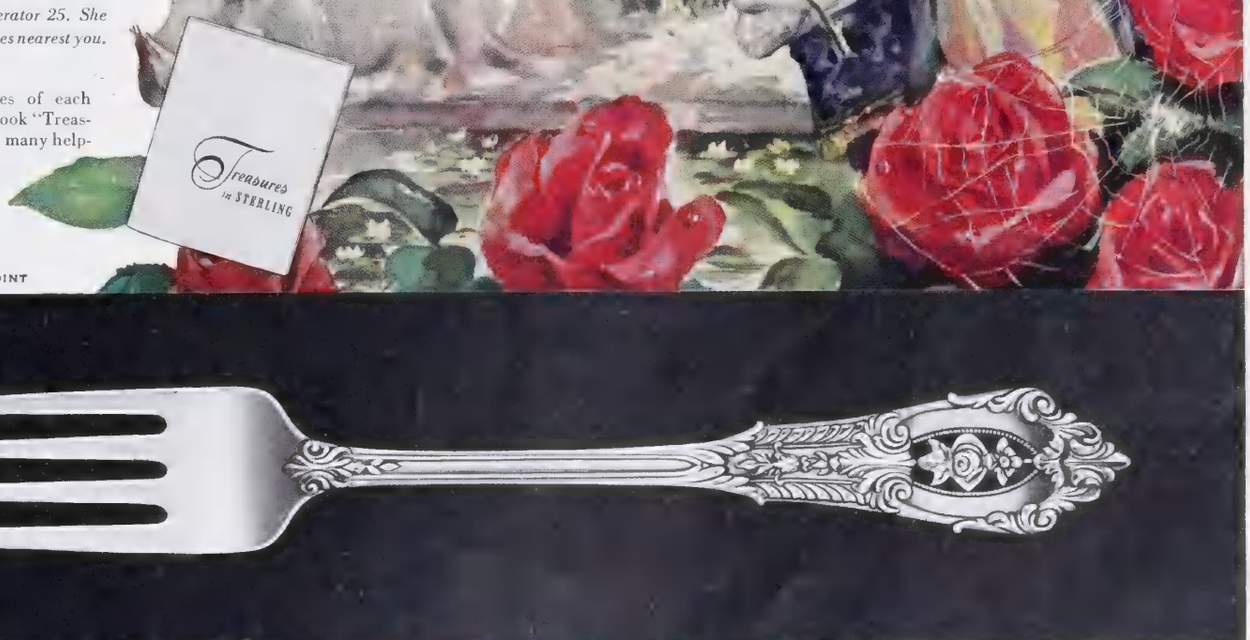
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A legend of love in silver—Wallace's Rose Point!

It was inspired by the wedding veil of queens, the legendary Rose Point Lace. Centuries ago, a Venetian nobleman found in his gardens a full-blown rose, enshrined in a delicately spun web. He challenged his finest lace-makers to duplicate it and Rose Point Lace was born—a wedding veil for his bride. In Wallace's Rose Point the full-blown rose, surrounded by silver pearls is sculptured in sterling by famed William S. Warren in exclusive "Third Dimension Beauty." Like every Wallace "Third Dimension Beauty" pattern it is a masterpiece—beautifully formed not only in front, but in profile and back—giving you sterling perfection from every possible view.

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Read the exciting design stories of each Wallace pattern in the 32-page book "Treasures in Sterling." It also contains many helpful table-setting ideas. Write (send 10¢ to cover postage) to Wallace Silversmiths, Department 333, Wallingford, Conn.



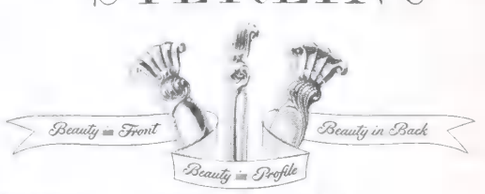
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WALLACE

Third Dimension Beauty

STERLING



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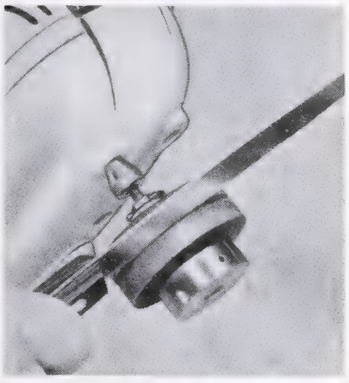
WINDOW SHOPPING

CONTINUED FROM PAGE 70

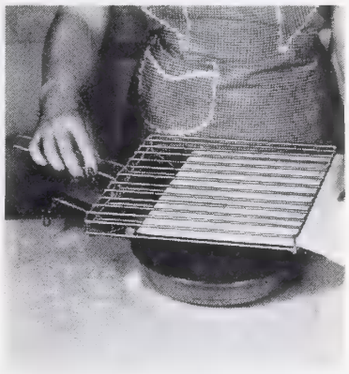
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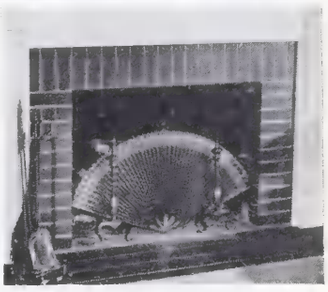
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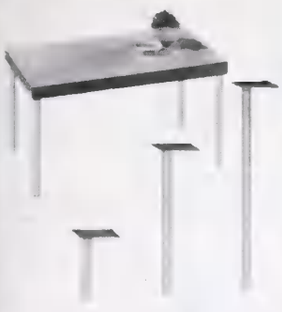
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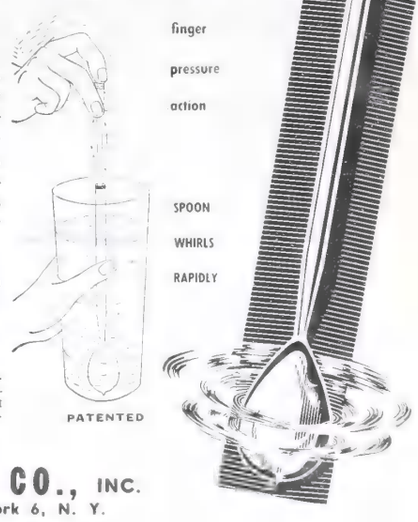
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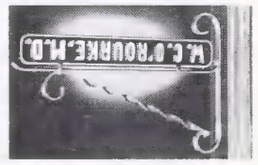


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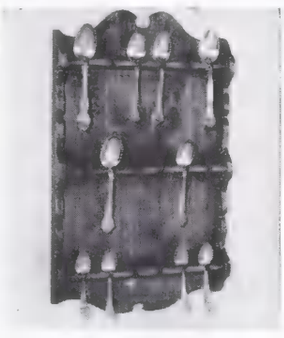
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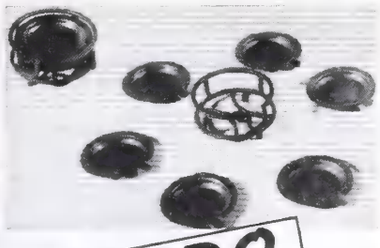


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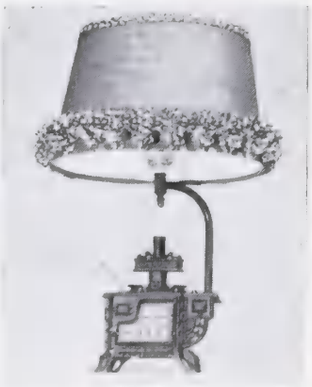
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SAFE: Will not ignite paper or fabric. TOUGH: kick it over & stand on it, will not break. APPROVED by Underwriters. USES no more electricity than best electric irons. 1250 watts. WILL keep average room warm in above freezing temperatures. GREAT help at lower temperatures.

RADIANT heat penetrates, directly heats you, floor, furniture. OLD FASHIONED heaters heat air which goes to ceiling where it is wasted.

RADIANT heat keeps warmth near floor where needed. 4 degrees floor-ceiling variation. NO MORE roasting on one side, freezing on other.

GLASS on both sides radiates heat in all directions. SUPPLEMENTARY HEAT. Not intended to replace furnace. ALL metal Frame. 20½" x 20½" x 6" base. Hammertone Tan. AC-DC, 110 Volts.

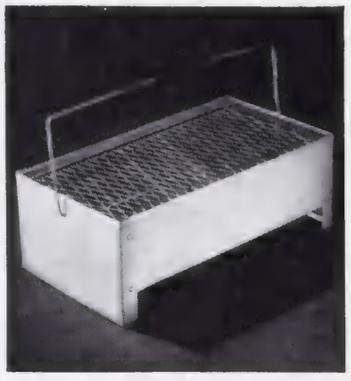
Model DT with Thermostat & Indicator light, $47.50.
Model DS "On-Off" switch only, $39.95.
Model DP without switch or thermostat, $34.95.
Prices include tax. Express charges collect. Guaranteed satisfaction or your money back. Shipped direct from factory to you. We do not sell through stores. *Send Check or Money Order Today!*

CARNAGEY'S Dept. RHD-628 Tarrytown, New York

Wall panels for all kinds electric radiant heating. *Telephone: TA 7-0624*



WINDOW



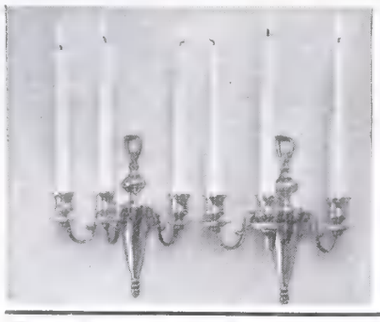
MIDGET CHARCOAL GRILL will broil 12 frankfurters or 6 hamburgers, yet it's so compact, so easy to handle, that your Brownie can cook lunch for her pals in the back yard. And think of the fun you'll have with it at the beach this summer. Just 12¼" x 6½" x 4½" high. $4.50 ppd. Gilbert & Leonard, 1544 Northern Blvd., Manhasset, N. Y.



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PARTY LINE Spice Cabinet The telephone company has supplied the authentic parts: bells ring, mouthpiece, and receiver The antiqued pine cabinet is beautifully made, and when you open the door you'll find two shelves that you can fill with spices, or smoking supplies There's even a planter trough at the bottom. 24" high, 9" wide $59.50 ppd. House of Zog, 2318 Huntington Dr., San Marino, Calif.



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Send $3.45 for trial qt. or $8.95 for gal. (abt. 300 sq. ft.). White, ivory, yellow, pink, light & dark grey, green, blue, brown, bright red, tile red, mahogany, black, clear transparent. On new, porous or heavy duty surfaces — "BASE" first: $7.95 gal., $2.95 qt.

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3-piece bathroom set only **3.98**

Gives your bathroom a rich, colorful, decorator-look to match or contrast with any color scheme. **Covers worn spots and chips on old tanks and protects new ones.** Guaranteed to fit perfectly. Absorbs and evaporates tank moisture without becoming soaked. Ends unsightly dripping. Will not mildew. Fastens with grippers. Easily removed for laundering. Two styles. (A) Tank attached to wall connected to bowl by pipe. (B) Tank attached to bowl as illustrated. Luxurious high pile, fluffy chenille in lovely colors: pastel blue, yellow, pastel pink, light green, dark green, coral, grey, wine, red, white, chartreuse, salt and pepper. Order by mail. **Only $3.98. Money back guarantee.**

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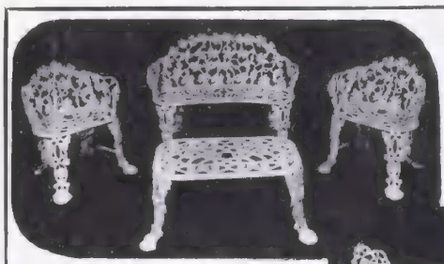


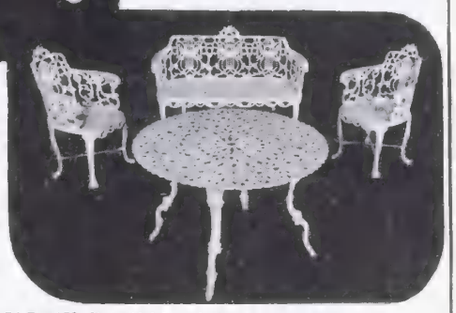
GONE RELAXING after ting of hot pavements are terry slippers for ladies don't take de-feet lightly. come in red or blue, have gingham lining and bouncy soles of foam latex. In , medium, or large. $2.29 the ppd. Green Gable Gifts, Third Ave., New York.



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Aluminum		Cast Iron
$30.00 Settee	#601 39" wide	**$25.00**
$22.50 ea. Armchair	#602 22¾" wide	**$18.00** ea.
$13.00 Table	#160 30" wide	**$11.00**

Right: **ROSE and LYRE PATTERN**

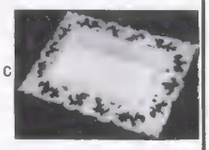
Aluminum		Cast Iron
$80.00 Settee	#400 44" wide	**$65.00**
$39.00 ea. Chair	#402 18" wide	**$32.50** ea.
$42.50 Table	#100 27" high, top diam. 42"	**$35.00**



A (a) **OCCASIONAL TABLE #150.** Beautiful lace design. Original is over 100 years old. A true copy with glass or marble top. 30" high, top diam. 20". Glass top **$24.50.** Marble top **$29.50.**

(b) **OVAL TOP ANTIQUE FLOWER BOX.** True copy. 23" long by 15" wide on top. Ornamental design. Painted white. Cast Iron **$21.50.**





C

B (c) **FLOATING FLOWER TRAY**—A handsome table decoration. 14" long by 10" wide, depth 1¾". Cast Aluminum Finished in Frost/Gold **$9.00.**



D



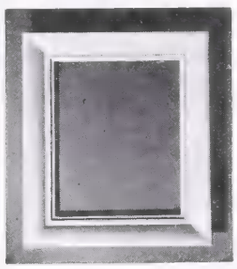
(d) **WALL BRACKET** for flower pots. 12" long 6" high. Pot holders 4" & 5" diameter. Cast Aluminum only. Painted White or Gold. **$4.50.**

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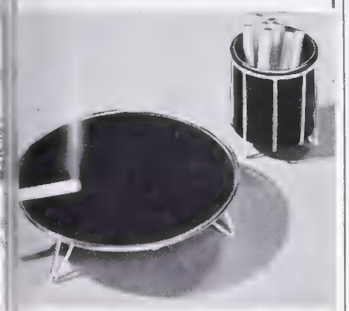
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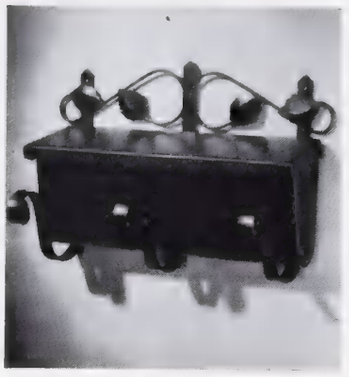
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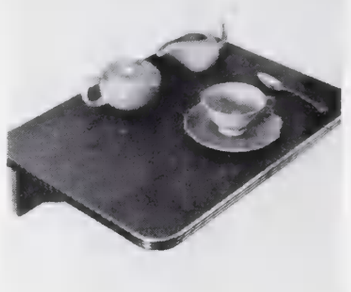
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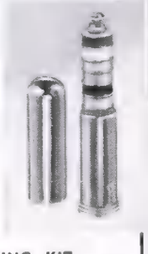
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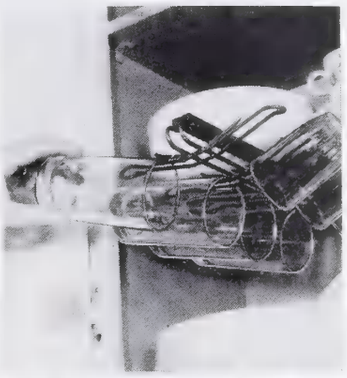
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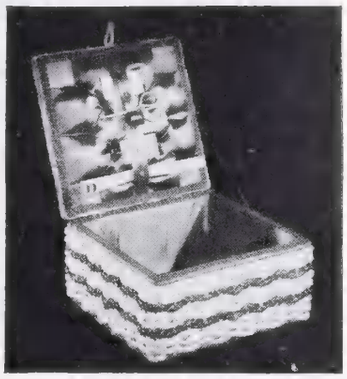
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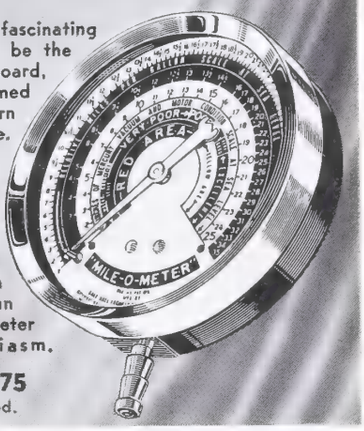
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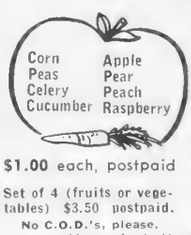
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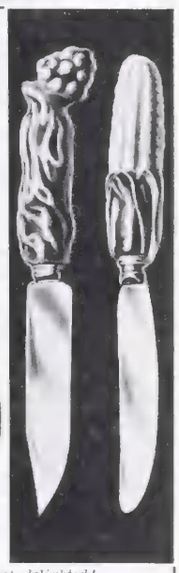


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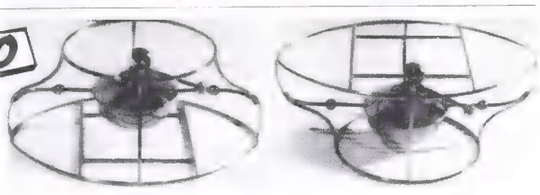
Like a painting or a porcelain—our small Cricket Rocker, to quaintly charm the Colonial or Victorian fireside. Solid Honduran Mahogany. Carefully padded and finished. Brass nail trim. 35" high; 18" wide; 16" seat depth. Choose from our Black or Beige tapestry or machine needlepoint or rich velvets (or send your own). And of course, the oval Cricket footstool—H. 9"; Length 15"; Depth 11" (Needlepoint—18" x 14"). No C.O.D. Send check or M.O. today—on our guaranteed, Direct-to-You plan. Also, ask for our free Folio 4B catalog.



Rocker—$56.50; Stool $9.50; Express paid.

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Copy of original French design made in polished solid brass.

The alcohol burner turns on a swivel. Use it one way for warming casseroles and large platters, the other side for keeping coffee hot, preparing sauces at the table, etc.

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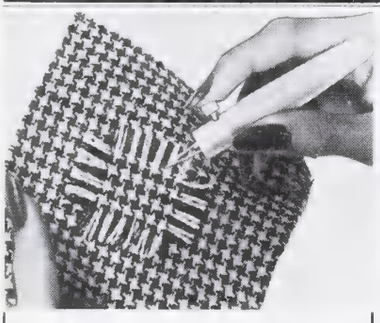
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**Molding 15¢ per ft. extra—all exp. collect*

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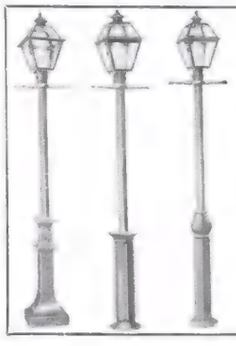
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Cow and Bucket—Sugar and Creamer

Memories of your many visits to Grandmother's house will surely come to you when you see this antique reproduction COW AND BUCKET SUGAR AND CREAMER which was so popular long ago and continues to be a much wanted item. The Cow Creamer holds a pint and pours the cream out the mouth. The milk pail serves as the sugar container. Both pieces are made of American Pottery and decorated with hand painted flowers on each side. This is an ideal for party prizes, for your whatnot shelf, as a planter, or for its original purpose as a sugar and creamer. Order several for your many gift needs. ppd. $2.98 set. No c.o.d.'s please.

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POST LAMPS

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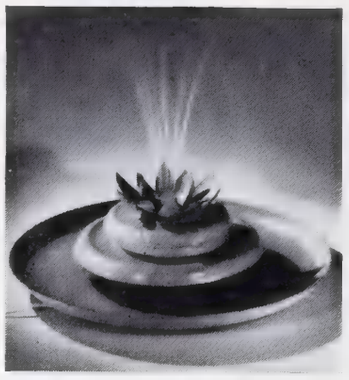
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WINDOW SHOPPING



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(*Continued on page* 87)



GENUINE GEMSTONES

Multicolor assorted Gemstones on bracelet and earrings are genuine semi-precious, uncut nuggets—Amethyst, Rose Quartz, Moss Agate, etc. Discovered in Western desert, highly polished by master lapidaries, they have natural color, beauty and perfection. Price is a fraction of worth. Bracelet is gold plated rope design.

Bracelet, 7 gems, **$7.50**
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Earrings **$4.50** ppd. Tax incl.

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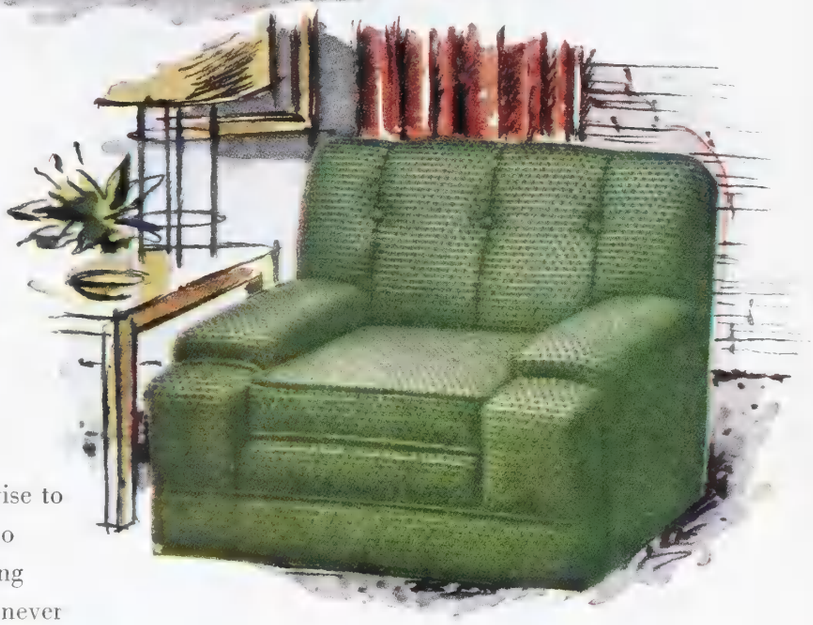
ROSE OF HOLLYWOOD, Dept. H
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SIMTEX COVERS MORE TABLES THAN ANY OTHER MAKER IN AMERICA



WINDOW SHOPPING

CONTINUED FROM PAGE 82

ISLAND HOME. If your akeet has dreams of the South Islands and a lady parakeet's a, then he'll cherish this bam- cage as part of the stuff his ims are made of. Or fill it growing plants and have a ging "green house." With slid- bottom tray and 2 china ling cups. 14" x 11" x 14" h. $6.25 ppd. Kane, Inc., 6 W. atoga St., Baltimore 1, Md.



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Protect your life and property with a Fyr-Cry Alarm on constant duty as your fire watchman. Thermostat controlled, eight-inch steel bell sounds rousing warning at first sign of danger, giving ample warning for escape and for fire to be extinguished in the early stages.

Approved by Underwriter's Laboratories. *Uses no electricity* (a most important feature in case power is shut off). Quick and easy to install at head of stairs or in hall. Initial investment only cost, no upkeep or maintenance costs—ever. Precision-built by the makers of famous Fyr-Fighter products. Fully guaranteed.

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Exclusive mail-order dealers for the Fyr-Cry Alarm

as advertised in **LIFE**

Alta's FOAM RUBBER Throw Pillows



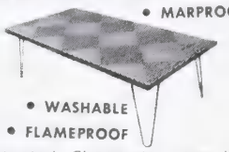
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- WASHABLE
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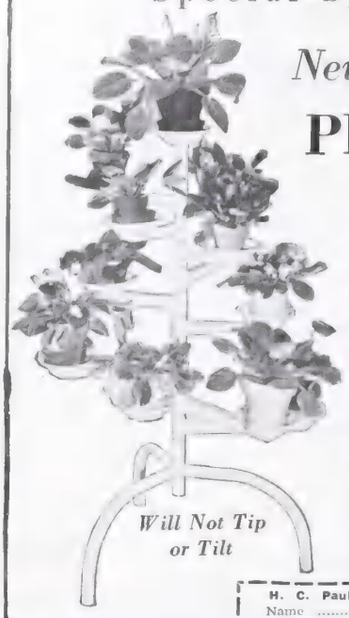
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Set of 4 Legs:

6" high	$5.95
12" high	5.95
16" high	6.95
22" high	8.95
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- Holds 11 Plants
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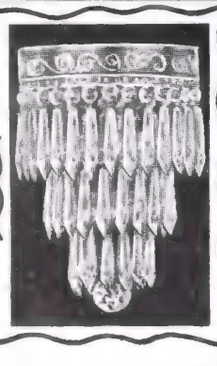
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WINDOW



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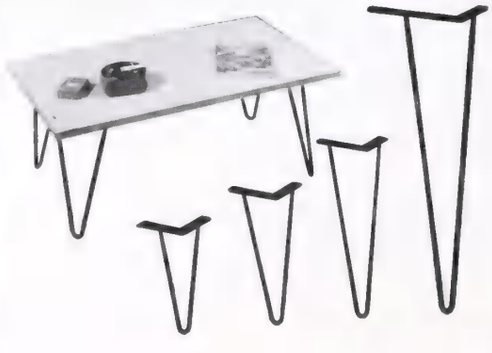
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Leg Height	Attach under	Diam. Iron	S
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9" bureau		⅜" "	
12" coffee tbl.		⅜" "	
16" cocktail tbl., bench		⅜" "	
22" lamp, end tbl.		⅜" "	
28" dining tbl., desk		½" "	

Shipped prepaid. No C.O Calif. residents please add tax. *Write for catalog of "Build Your Own" furn*

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SHOPPING



PLANT A LANTERN with trailing ivy and hang it on the wall of your patio, sun porch, or breakfast room. It comes in a rustic antique copper finish with the glazed pottery pot in a harmonizing copper tone. Even the wall bracket is decorative. And there's nothing dinky about the size. It's an important 16" long, 7½" wide. $5.95 ppd. Eckhardt Imports, Dept. HB, 3619 Shelby Drive, Fort Worth 9, Texas.



IT'S A SKETCH of your own house, done in baked enamel by an accomplished artist, that makes these frosted highball glasses the toast of the town. Send in a clear photograph as the model, and specify whether you want sketch done in red, green, blue, or brown enamel. 8 glasses are $19.50; a dozen, $24.50. Ppd. No c.o.d.'s. Warren E. Guggenheim, P. O. Box 86, Enka, N. C.



ANTI-SCRATCH PADS. If you'll take a good look at your Chippendale end tables or your handsome butler's tray, chances are they show the wear and tear of rough treatment. So order several packages of Ric-O-Bac, the strips of felt cushioning that have adhesive backing to stick to any surface. Pad your ash trays, vases, figurines. 4 packages (4 yds.), $1 ppd. Paul O'Dea, 1624 S. Center St., Terre Haute, Ind.



HOW TO TURN YOUR BASEMENT OR ATTIC INTO A "RECREATION ROOM"!

Need More Room At Home For Carefree Social Times . . . More Play Space For Your Youngsters—This Complete New "How-To-Make-It" Book, HOW TO BUILD A RECREATION ROOM IN YOUR BASEMENT OR ATTIC, Will Show You How to Plan and Build "The Room Of Your Dream" . . .





Never before a book like this! Every step of the way in building your recreation room is given in easy-to-understand diagrams, illustrations and explanations. Scores of suggestions for every need, covering every size room or space available.

How To Make The Most Of Your Basement Room

Even if your basement is just a plain cellar that you have used for storage, imagine how wonderful it would be to turn it into a luxurious lounge—and believe us with this wonderful book there is nothing to it. "Just like a Cinderella Pumpkin turning into a Coach." Just think, your plain-looking basement can be turned into a room for entertainment made to resemble a Night Club of your own choice: Down to the Sea, On a Rustic Theme, Under the Big Top, Below the Border, etc. Or you can build an All-Purpose Room, A Room for Year 'Round Gardening, Teen Age Room, Music Room, A Man's Den, Home Craftsman's Work Room, Laundry Room with Glamour, etc. No matter what you make, your friends will marvel at this new added beauty and luxury to your home.

Never before such a complete authoritative book for so little money. ONLY **$1.50**

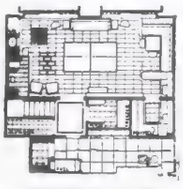
Complete Information On Planning and Building Makes Everything So Easy . . .

If you can drive a nail into a piece of wood, you can use this book to build your recreation room . . . it's as simple as that! Everything from putting the plan on paper to finishing off your recreation room is covered. Each plan put forth for your selection was carefully thought out to the last details. You are shown How to Overcome Dampness—Enclosing Basement Rooms—Framing for the Walls—Wall Covering Materials—Plywood—Novel Wall Treatment and Partitions—A New Ceiling for Your Recreation Room—A Good Floor for the Basement—Painting Basement Floors—Asphalt Tile for Basement—Putting Floor Down—A Wood Floor—What to Do About Bearing Posts—Increasing Light and Ventilation—Ventilating Units—Installing a Cellar Door—Lighting for Seeing and Decoration, etc.



Give Your Attic That "Magic Touch" . . .

Turn your attic into a Playroom for Children, Study, Den, Sewing Room or even a Colorful Guest Room. Yes, all you do is follow all the easy-to-read detailed plans on Structural Alterations—Windows—Skylight—Framing and Panelling, etc.



BASEMENT PLAN

Other Ideas for Upstairs

You are shown how to plan and make a Retreat for the Hobbyist—How to Furnish A Recreation Room—Dividing Rooms for Greater Use—Building Storage Walls or Sections, etc.



Whether your hobby is carpentry or horticulture, sewing or sculpture, or whether you have toddlers in need of more play space or teen agers in need of a room for carefree social times—here is complete information on planning and building a room for your family's recreation.

You Don't Have To Be a Carpenter . . .

This book was written so that even if you never picked up a hammer before, can build everything that this book contains. Not only will you save money on doing your own building . . . and have hours of fun—but after you're all finished you will have a room that will bring joy to every member of your family. Send for this amazing new book, "How to Build a Recreation Room in Your Basement or Attic" by Bob Baer. NOW! Big Book 8½"x11", 96 Pages. Over 200 Illustrations and How-to-Make Diagrams. ONLY **$1.50**

UNCONDITIONAL MONEY BACK GUARANTEE
Send name and address with payment. C.O.D.'s also accepted (but you pay postage). Money back if not delighted.
HOMECRAFTS, 799 Broadway, Dept. JJ11, New York 3, N. Y.

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NEW

SUPER-PALE Wood Finish



Beautify and protect wood paneling, floors, furniture, etc., the way fine woods were treated for centuries: with *oil, not varnish*. Liquid Raw-Hide *Blond* is a new *Behr Process* resin-free (hard oil) super pale clear interior finish. Fast drying. Hard to mar. Waterproof. Stain proof. Easily applied. Covers linoleum like elastic liquid glass. Ppd. $1.90 Qt., $5.65 Gal. Cash, check or m.o. Wood Finishing Folder with every order or free on request. Write Dept. No. 2

LINSEED OIL PRODUCTS CO.
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Pasadena 3, Calif.

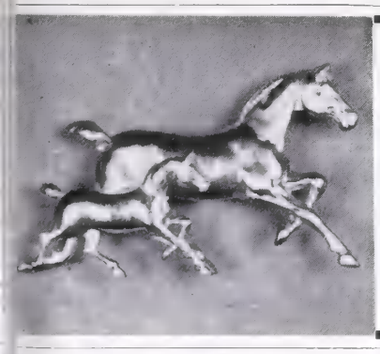


Imported PUSH-BUTTON PEPPER MILL—*No Crank to Turn!*

The Push-Button age provides us with a polished walnut Pepper Mill that responds to the lightest touch! No more grinding or winding. Made in Switzerland. The Mill plus a good supply of pepper corns ..... $2.50 ppd.

Send check or money order Today!

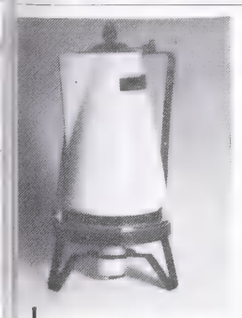
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Mare and Colt

These beautifully modeled sterling silver figures make a handsome pin. Practically everyone is crazy over horses, that's why these pins are becoming so popular! You'll want to order several for gifts and for yourself. The pin is about 1¾" wide. $3.60 postage and tax included.

THE SELDEN COOPER SHOP
Grove Park Inn, Asheville, N. C.



COPPER & COLOR

Vitrified china, 24-cup coffee pot with candle warmer in combination of handwrought, blacksmith-black iron and spun copper stand. 16" high. Pottery colors: white, chartreuse or forest green. $14.95 Ppd. Cream & sugar to match $7.50. Satisfaction guaranteed or money refunded. Send check or money order to THE GIFT BOX, 816 8th Street, Wichita Falls, Texas.

THE Gift Box



OLD FASHIONED SCOOP PLANTER

A replica of the old New England general store scoop. Of sturdy metal—(11½" high x 4¼" dia.)—beautifully hand-painted in oils! A real scoop. A hanging wall planter. Best scooo of all.

IT'S ONLY $1.98 ppd.



Renard 40 W. 26th St. N. Y. 10, N.Y.



HANGING CANDLE HOLDER

They're also hand-painted in oils! Beautiful wall decorations, when there's light. And, when there isn't—you'll have a practical, handy trouble light. 8½" H. x 4¼" dia. Including candle. ONLY $1.98 ppd.

Order Both, or a Pair of Either for $3.75 Ppd.
Send Cash, Check, or M.O. Money Back Guarantee



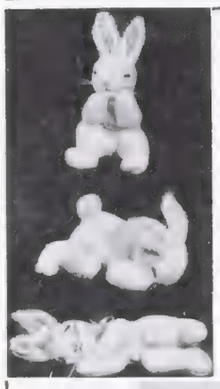
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THIS BUNNY

is so soft, furry and cuddly that it is just like giving a little girl or boy a real live rabbit for their very own. Bunny sits, crouches and lies down to sleep. 14½" high, in either all white, pink or blue. Specify. Only **$3.25,** Postpaid.

THIS TILE-ON-A-TRIVET



is a gay note anywhere. As a hot plate or under flower pots. The nostalgic Americana design in five colors on ceramic tile is by the noted artist Ruth Reeves. Handled and footed trivet is wrought iron. **$2.95** Postpaid. Tile alone with ring for hanging. **$1.75.** Trivet alone. **$1.75.** All Postpaid.

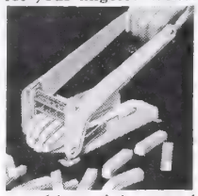
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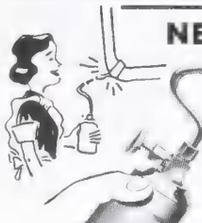
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Mt. Vernon, New York

Dorothy Damar's Helps for the Housewife



When I was a little girl I remember mother used to say that a woman needed "four hands" around the house. There was always so much work to do. Of course, the housewife's lot has improved a little since, but there's still a lot of work that *should* take less time to do. Like cutting french fries, for instance. Frankly, it's a nuisance. You have to cut the potatoes in half, then in quarters, then stand them up and cut some more—and watch out for your fingers! When *I* prepare french fries, I just take out my professional POTATO CUTTER. It's so simple to operate. Just insert whole potato, press handle *once,* presto!—out come 25 french fries all ready for the deep fry. And I also use the Cutter for dicing salads and other foods, too. Removable stainless steel blade, and enameled finish make it easy to clean. The price is only $2.98, postpaid. If not completely satisfied, return it within 10 days for refund. Choice of Red or White. Just address: Mrs. Dorothy Damar, 592 Damar Bldg., Newark 2, N. J.





NEW! SMALL-SIZE HANDY TORCH

For Home Repairs and Hobbies

At last—an economical fully automatic Home Torch, so light and small anyone—man *or* woman—can use it for hours without tiring! Simple to operate—just slip in the fuel tank, turn valve and light torch, for instant, intense heat. No pouring, pumping or priming—when fuel tank is empty, discard it and replace. Use it to solder, burn off paint, model building, removing putty, to kill weeds, singe poultry, thaw frozen locks and pipes, etc. Clean, odorless, safe. Only 4" by 10½", weighs 1¼ lb. Swell idea for Father's Day, birthday gifts, your own tool kit.

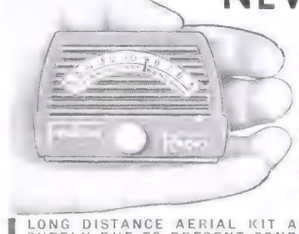
Additional cans of fluid, 6 for $4.75. Shipped express collect.

$7.50 Satisfaction Guaranteed or money refunded.

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NEW TINYTONE RADIO



REALLY WORKS — WORLD'S SMALLEST

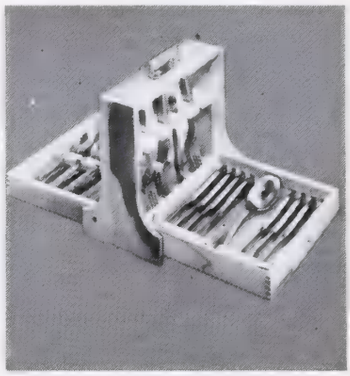
ABOUT CIGARETTE PACKAGE SIZE — Weighs only 4 ounces!—GUARANTEED TO "RECEIVE" LOCAL STATIONS CLEARLY IF USED AS DIRECTED OR REFUND! NO TUBES—BATTERIES OR ELECTRIC POWER HOOK-UPS OR "PLUG-INS" NEEDED—WORKS EVEN WHEN ALL POWER IS OFF—DURING "BLACK OUTS." Has beautiful two color black and red cabinet. USE IT MOST ANYWHERE YOU GO! Nothing to run down or burn out. Should last for years.

SEND ONLY $1.00 (bill, ck, mo) and pay postman $3.99 COD plus postage or send $4.99 for p.p. delivery. COMPLETE WITH EXTRA ($1.00 value) LONG DISTANCE AERIAL KIT AND PHONE—Wonderful gifts for boys and girls. LIMITED SUPPLY DUE TO PRESENT CONDITIONS. Order now to assure delivery.

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WINDOW



INTERNATIONAL SET Stainless steel flatware, made by International Silver, comes in its own portable chest that is delightfully reminiscent of a farrier's shoein' kit. For outdoor dining, just pick it up by its easy totin' handle. In blonde or mahogany finish, chest with 26-piece service for 6 in the Christiana or Stockholm pattern is $39.7 exp. coll. Wiss Sons, Inc., 66 Broad St., Newark, New Jersey



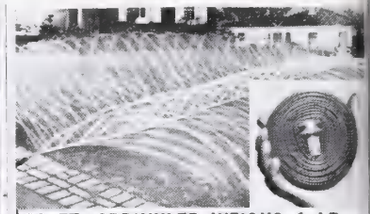
AN ENCHANTED CIRCLE black iron becomes a bowl that you will heap gloriously with apples and grapes, pears and plums. In the center holder you will place a lighted candle, guard its flame with the clear crystal chimney—and you will have a centerpiece you can be proud of. 10" in diameter, $3.95 plus 35¢ postage. Rich Ware Co., 220 Fifth Ave., New York 1, N. Y.



GREEN WITH ENVY will be your pooch's pals when they see him wearing a Maureen Green cowhide collar studded with real looking emeralds, crystals and onyx. Lined with tan sheepskin it has pet's name engraved on plate. Also in red, black, tan, or white. Send dog's name and strip indicating neck girth. $2.50 Match 5' leash, $1.50. Ppd. Curtis Creations, Dept. H-1. Geneseo Hopper Bldg., Utica, N. Y.



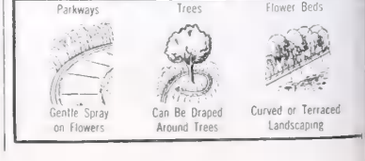
All dressed up in sophisticated colors, our new ruffled Toilet Togs made of solid color Everglaze Chintz. Washable—just wipe clean with a damp cloth. Concealed drawstrings make them a perfect fit for any size bowl and tank. In White, Yellow, Blue, Pink, Wine, Brown, Aqua, Chartreuse, Black, Hunter-Green or Cherry Red. $4.95 each set; 2 sets for $9.75: plus 35c p.p. and ins. No C.O.D.'s please. **Franklin Bayer, 630 N. Michigan Ave., Chicago 11, Illinois.**



50 FT. SPRINKLER WEIGHS 1 LB.

This flexible plastic sprinkler can spray an area 15 ft. wide by 50 ft. long at average water pressure. Drape it over your hillside, twine it around your flower beds, shape it to any contour of your landscaping—it'll do a perfect sprinkling job in any position! This durable sprinkler will not rot or mildew, even if stored wet! The spray is so fine it's gentle on flowers—a real water saver! Turn the valve and it becomes a soaker. Complete with brass connector. 20 ft. length $2.50; 50 ft. length $4.75, postpaid.

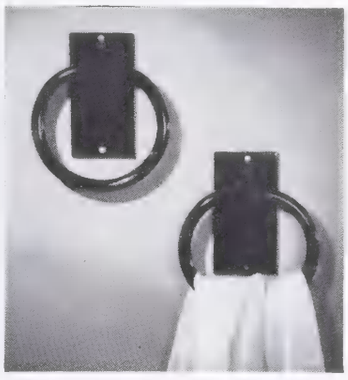
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3209 Temple St., Los Angeles 26, Calif.



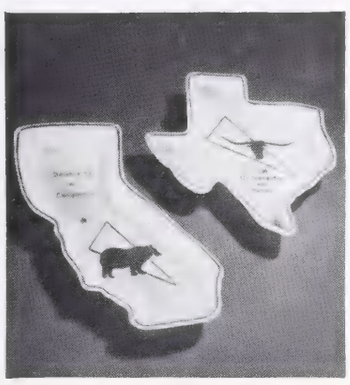
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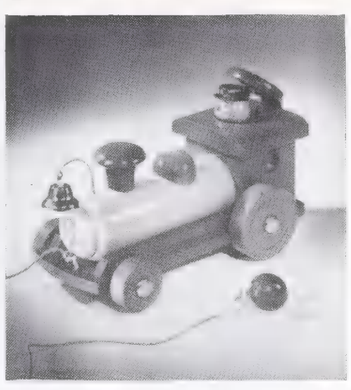
BLACK MAGIC for your bathroom requires no hocus-pocus. These towel rings of ebony black polished Lucite will work all the magic you need. They measure 6" in diameter, are beautifully massive looking, and make your towels look marvelous. They're particularly good for those king-size bath sheets. Complete with screws for hanging, $3.95 each ppd. Handy-Andy Specialty Co., 107 Broadway, New York 10.



STATE YOUR COLLEGE, send in a picture or drawing of its mascot, and you'll get back a remarkable ash tray. Its shape will be the outline of the state in which your college is. Its decoration will be your college mascot, hand-painted in under-glaze colors. Send picture or drawing of mascot, and $1.25 for each tray to Annie Laura, 4717 Citrus Drive, Pico, California.

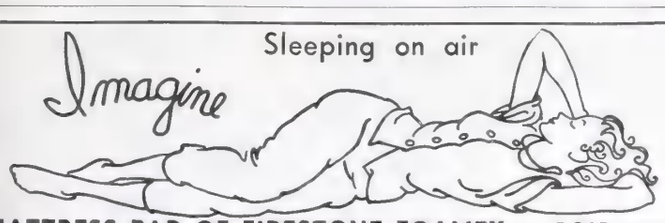


CLANG! CLANG! CLANG! goes the engine's bell. And Pop! Pop! Pop! goes the engineer's head in and out, to the exuberant delight of your littlest train enthusiast. Just a pull of the string and he gets fast action, merry noise, and a great deal of fun. Imported Lokomotive is made of brightly painted wood. 8½" x 4½" x 5", $3.19. Add 25¢ postage. Le Goff Co., 110 W. 42nd St., New York 36, N. Y.



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MATTRESS PAD OF FIRESTONE FOAMEX

Just lay Firestone's foam rubber on top of your mattress! Enjoy the relaxing comfort of thousands of tiny air coils as they sooth you to sleep. Cool, soft and sanitary, washable and allergy-free, a full 7"/16" thickness. Specify twin or full size when ordering.

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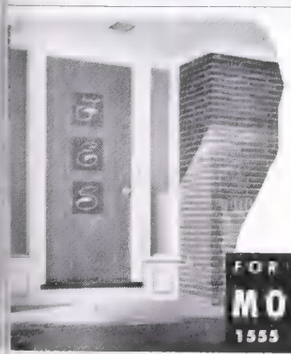
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Your monogram inlaid

ON OUR QUALITY FLUSH DOORS

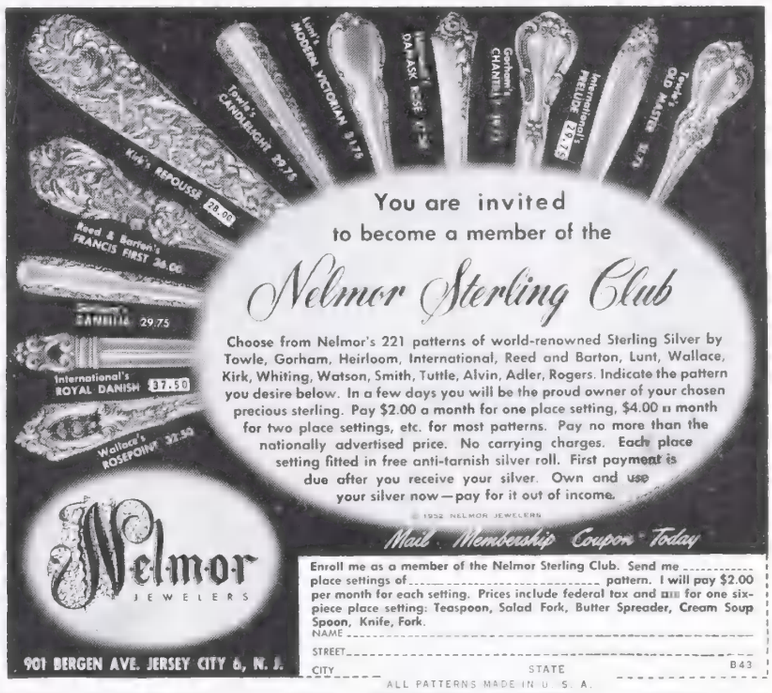
Personalize your home with your initials inlaid in fine woods — fashioned to suit your taste and the architecture of your home.

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STREET _____

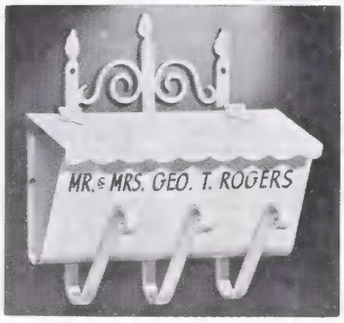
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HOUSE OF IDEAS



The MAILMASTER

The mail box becomes a thing of beauty when styled in the manner of the "Mailmaster". Hand made, expertly finished. Receptacle is big (12" x 6" x 4") without appearing bulky. Scrollwork is hand wrought and rustproofed before enameling. Fasteners furnished for wood or masonry (state type needed). Choice of 3 finishes:

Style A—Polished Brass, mirror bright, with black enameled wrought iron **$17.95 Postpaid**

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Style C—Gleaming Black, two-coat baked enamel with black wrought iron **$16.95 Postpaid**

Hand Lettered Name, $1.50 extra

Satisfaction Guaranteed. Catalog Free.

HOUSE OF IDEAS

1309-43 State St. Racine 14, Wisconsin

DRIES HAIR LIKE MAGIC!



Thirsty crystals of silica gel are quilted right into this Magic Hair Dryer Cap. These gently absorb water moisture only from the hair. They have no effect on the natural scalp oils. Now you can shampoo and dry your hair in less than half the time - - - from 30 to 90 minutes depending upon type of hair.

To dry the cap out, place in oven.

$2.98 *Postpaid*

J. H. SMITH CO., Greenfield 14, Mass.

J. H. SMITH CO., Greenfield 14, Mass.
Please send me _____ Magic Hair Dryer
Caps. I enclose $ _____
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Please read this letter carefully and see why..

I offer to the public for the first time custom-made Hans Jenson

SWEDISH WHITE ENAMEL!



Permit me to introduce myself, good American friends. I am Hans Jenson, a painter by trade. In Sweden, where the finest paint in the world is custom-blended by master craftsmen, it is an important thing to be a painter. I follow in the footsteps of my father, and his father before him. Fortunate am I, that they handed down to me the jealously guarded secrets of their craft.

For many years, I have worked in many of Sweden's finest homes. People come to me from all over the land because of my own special White Swedish Enamel. It is not like any other Enamel. My Hans Jenson Swedish Enamel dries to a rich white gloss that becomes even whiter each time it is washed. My paint doesn't chip or peel. My friends and customers marvel at it, and for a long time encourage me to offer it for sale. They know there is no other Enamel so good for walls, woodwork, furniture, boats, exterior or interior finishes and wherever fine white enamel is required.

At first, I hesitate. After all, I cannot produce Hans Jenson paint in large quantities. And because I use only the finest raw materials, I think Hans Jenson Swedish Enamel will be too expensive for commercial success.

But my friends persuade me. They tell me people will be willing to pay a little more for this marvelous Enamel. (After all, it is more economical in the long run.) And so I decided to make a limited quantity and offer it to you, the readers of this magazine. It costs $3.70 per quart. If you need a gallon, I charge $12.50. I pay for the postage. I guarantee you will be satisfied, or your money back. I hope you will write soon. I can only make small quantities, and I do not want you to be disappointed.

Sincerely yours,

Hans Jenson

Available in super gloss or soft satin sheen.

P.S. Please write directly to me, Hans Jenson

Dept. HB-1 2256 N. Elston Chicago 14, Ill.

the most beautiful

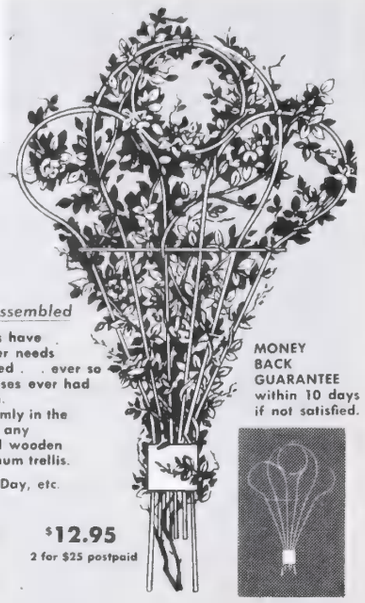
rose trellis

in the whole wide world!

"ROSE QUEEN"

all-ALUMINUM trellis

never needs painting · non-corrosive · fully assembled



Put this trellis in the ground now, before your roses have reached full growth. All-aluminum rose trellis never needs painting . . . non-corrosive . . . fully assembled . . . ever so smart . . . always so beautiful! The best friend your roses ever had . . . and a lovely decorative touch for your garden.

This large trellis (6' tall x 4' wide) rests firmly in the ground on six sturdy legs, giving firm support to any rose bush or vine. Replace shabby, old fashioned wooden trellis with a gleaming, all-weather Rose Queen aluminum trellis.

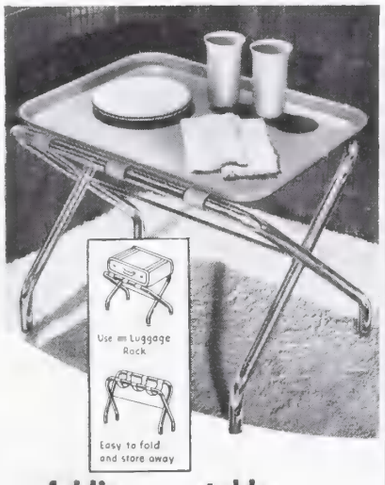
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free! ...for a limited time only a beautiful red everblooming "Blaze" climbing rose bush with each Trellis ordered.

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folding, portable

snack·rack

For TV and dozens of other uses! Sturdy, folding stand of triple chrome-plated 1-inch steel tubing. Lgth. 23". Hgt. 18½". Width. 16½". Easy to carry, fold or store. Acid-proof, 16" x 22" walnut brown plastic tray lifts off.

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25-inches high. Cushions come in bright, solid colors. Sturdy, steel footrest.

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Durable plastic cushions in • Red • Blue • Green • Grey • Yellow • Chartreuse

Add Zest to your Ensemble with

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FINEST CONCENTRATED COLOGNE
"Haunting as a Love Theme"

PERFUME, 2 DRAMS $2.40
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NATURAL REDWOOD FINISHES
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"Specialists in Resin Free Finishes"

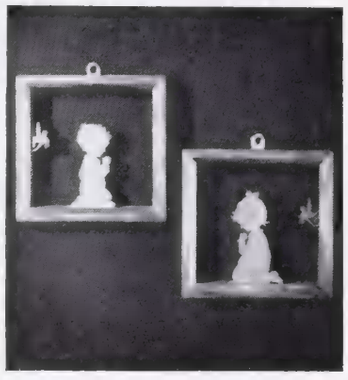
INCLUDING FAST-DRYING CLEAR "BLOND" INTERIOR AND FAST DRYING, TOUGH MARINE SPAR FINISH



WINDOW



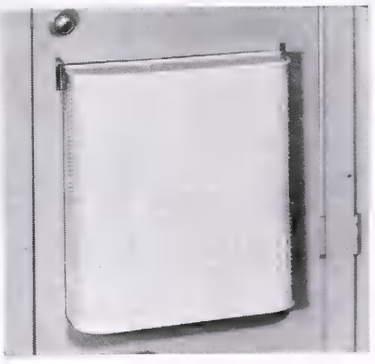
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like a glove, and the butter
creamy white doeskin is delici
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ankle. A special tanning pro
makes the leather porous so
feet can breathe, and color w
rub off. Flexible, washable, h
made, in all sizes for me
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ppd. Lucy Morris, 5095 S.
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FIRST HOLY COMMUNI
is a day of great joy in a s
year-old's life, and it seems fi
that such an occasion shoul
commemorated by a gift. S
show you these sweet wood
Entitled "We Thank Thee. L
and "Now I Lay Me Dow
Sleep," they measure
square. Hand-cut in walnut fi
$1.75 each or $3.25 the pr.
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THE LITTLE CUT-UP
knife-block combination t
really a jack-of-all-trades to l
en your kitchen chores. It
lemon, toast, meat; shreds
bage; slices and dices ca
onions, beets; cracks lobster
shellfish. How's that for a hel
Stainless steel knife, beveled
finger protection, is mounte
swivel post to sturdy board.
ppd. The Myers Co., 29 Wa
Ave., Wallingford, Conn.



New clothes hamper fits behind door

Sturdy Duroweave hamper attaches to back of closet or bathroom door or to wall. Convenient, practical, self-ventilating, opens from the bottom for easy emptying. Get several —one for the kitchen and table linens, one for the bathroom, one for each bedroom. White enamel, 17" x 23" x 5½". $4.95 plus 50¢ postage and handling. Send check or money order to

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$2.95
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2 for $5.50
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SHOPPING



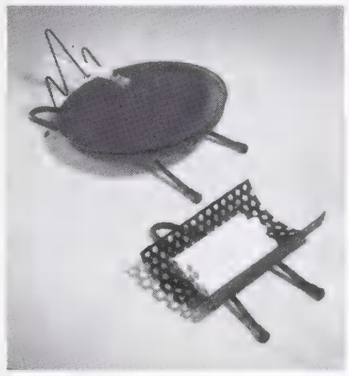
RETTY PIN-UPS. Milk ass plates, hand-painted with it designs, are rimmed in solid ld cherry in a hand-rubbed erry finish. Eight designs in- ide Vintage Grape, Red Apple, eet Strawberry, Luscious Pear, ushing Peach, Purple Plum, eery Cherries, Wild Black- rry. 9" wide, $5.10 each; $9.95 e pair; set of 8, $37.55. Ppd. rl Forslund, 122 Fulton, Grand pids 2, Michigan.



DING DUTCH. A fine pres- t for a new mother who's just ushed up on her lullabies, is s birth record tile. Hand- inted glazed, fired, in Holland, shows a small occupant tucked a trundle crib, with name, date, ight, place, and time of arrival licated on the nursery clock. ulticolored or in Delft blue. nd all information. 6" square, .85 ppd. R. I. Mendels, Inc., 41 42nd St., N. Y.



UMMER AND SMOKE de- ve a cigarette set that can come t on the terrace or stay in by fire, and always look exactly ht. So consider these black iron auties. The ash tray has a geo- tric rest that is smart and safe. e perforated cigarette trough ks like a miniature log basket. th have rubber feet. Ash tray $2.15. Holder is $1.35. Postpaid m Miriam Zide, 4702 Broad- y, Kansas City, Mo.



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3 OUNCES $1.80 POSTPAID
LASTING CONCENTRATED COLOGNE
PERFUME (GIFT BOX) 1½ DRAMS $2.40, ½ OUNCE $6.00
"The Scent of Fresh Flowers"
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A beautiful handbag in butter-soft calf and featuring
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The "BOAT POUCH" is 9" long and has a highly polished metal frame and double handle straps for long life and beauty.
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Your choice of 4 lovely colors. Brown, Red, Navy and Black.
FREE Your initials in gleaming gold finish at no extra cost
No C.O.D's please Money Back Guarantee
LYNN'S, PLAINFIELD, N. J.



GLAZED POTTERY ASH TRAY SET

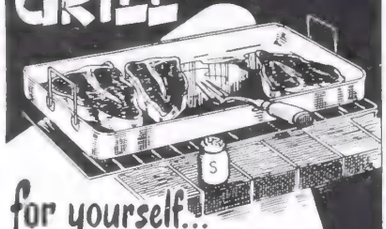
All handpainted in the gay bright colors of southern Spain. The holder is the famous European spaghetti ware with 5 individual ash trays. You'll want one for yourself, and several for unusual gifts.

Size of holder:
3¾" long x 3½" wide x 2¾" deep.

$1.50 per set ppd., check or M.O., no C.O.D.

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P.O. BOX 156 HUNTINGTON, N.Y.

Stainless Steel GRILL



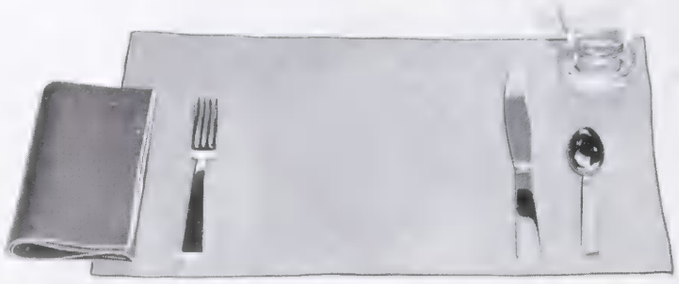
for yourself...
and a gift friends never forget

Gleaming, solid stainless steel, for indoor, outdoor, year 'round use. Grill steaks, chops, hamburgers: pancakes, bacon and eggs, too — Cleans easily — Beautiful forever.

Indestructible FOR OUTDOOR ENTERTAINING

Guaranteed. Send check or Money Order, postage paid, or C.O.D. collect. Complete line of Stainless Steel utensils available. Sold by mail order only at this special price **$8.95**

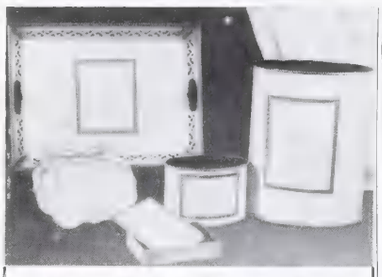
WESTERN *Housewares* COMPANY
1910 CALIFORNIA STREET
OMAHA 2, NEBRASKA



Now you can buy contrasting mat sets—

woven by Matouk of pure linen—all bordered in the contrasting color. Two-color: green or coral mats with natural color napkins; pink mats with gunmetal or gunmetal with pink; or two-tone: green mats with dark green napkins; light blue mats with dark blue or dark blue with light blue. Set of four mats and four napkins, 5.00, and ours alone.

Lord & Taylor— 424 Fifth Avenue, New York 18, New York



PRESENT PERFECT

Send us your next wedding or party invitation to be mounted on any of the following pieces as a gift to the bride or hostess: antiqued white and gold metal waste basket, $8.95; 12″ x 16″ tray, $9.95; 7″ x 9″ tray, $5.00; 5″ metal letter basket, $6.00; 4½″ x 6″ x 1½″ box, $7.50. Each piece is lacquered for permanence. All items postpaid.

Page & Biddle

21 Station Road Haverford, Pa.

***Reproductions* By Mail**

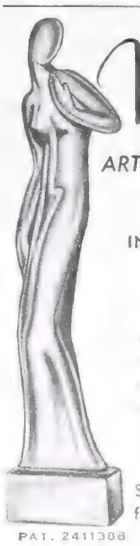
★ Gracious! Usable! ★



Our Marcelle Host Chair is charming versatility at a very low price. Hand-tied springs. Brass nail trim. Height 35½″; W. 21″; Seat Depth 18″. Solid Mahogany—usual or blonde finish. In Spongeable Boltafax (Red, Blue, Green, Chartreuse, Yellow or Beige) Plastic —**$34.50**; pair—**$66.50**. Or in rich (Red, Gold, Rose, Emerald or Sage Green) Velvet— **$37.50**; a pair—**$72.50**. Or send 2 yards your 50″ mat.—**$29.50** each. Express charges collect. No C.O.D. Send check or M.O. Also, send 10¢ for your copy "A Selection of Chairs". Satisfaction Guaranteed!

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FOUR DENNIX LEGS CONVERT A METAL BED SPRING INTO A DIVAN OR HOLLYWOOD STYLE BED

4 all-steel legs per set, finished in aluminum, rubber, plastic-tipped. **5.95**

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Attaches to Angle Iron (Coil Spring) Attaches to Round Bar (Flat Spring) Attaches in 5 Minutes

8 inches high

6″ high

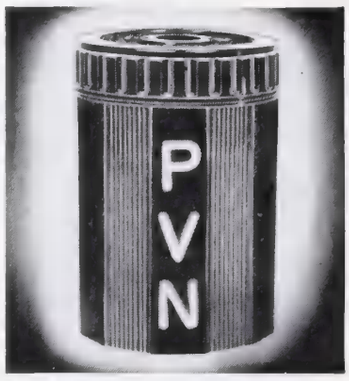
Box Spring

MODEL C—Attaches to box spring . . . hardwood finished mahogany, walnut, maple or blond . . . with steel non-rip disc to protect ticking. Set of six.. **4.95**

Send check or money order. (No COD. please.) Money refunded in 10 days if not fully satisfied. We pay postage. JORE and CO., Dept. 16-B 78 Fifth Ave., N. Y. 11



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GET TO THE POINT! A sha pencil often means a sharp tra action. And this unobtrusive tle friend means a pointed pen in a moment. It works like charm. Sturdy plastic barrel ho many shavings, and the scr cap holds the precision metal c ter. In red, green, or black w three initials and an extra bla it's a miraculous $1 ppd. C borne's, Dept. HB 4, 2123 P St., St. Louis 3, Mo.



REDWOOD FORESTS, one California's brilliant attractio have moved indoors to your tal in the form of natural bark p per mill and companion salt sh er. The mill has famous Sh field steel grinders, unconditi ally guaranteed for 50 years. think they make a mighty ha some couple! $7.95. Mill alo $5.95. Ppd. Ett Barr Compa Box P-H, Pasadena 15, Ca



IT'S THE LITTLE THIN in life that manage to clutter desks, bureaus, drawers, or w shops. Investing in a cabinet l this solves the problem. 12 alu num drawers have tabs for yo mark, and each drawer can subdivided with metal slots. S frame has rubber feet, is 6′ 12½″ over all. 3-tier size is $5 ppd. 2-tier size, $4.95; 4-ti $6.95; 6-tiers, $9.95. Gen General Store, Geneva 1, O

(*Continued on page* 99)



THE NEW BUSTLE-BACK APRON

Every hostess loves a dainty apro Lovely for gifts for showers, birt days, weddings; especially nice f *Easter* and *Mothers' Day gifts.* Cu tom made of sheerest Import Organdy. Trimmed with *YO* choice of color-fast rickrack. So by mail order only. $4.85 each— for $9.00 postpaid. Send check money order. Sorry, no C.O.D. Allow 2 weeks for delivery.

Adrea Lee

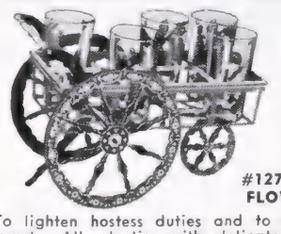
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#128. LANTERN PLANTER

19½″ high, 9″ diam., 4¾″ pot, in heavy black wrought iron with matching pot. Handsome indoors or outdoors.

$3.75 postpaid



12⅜″ long
8⅛″ high
6⅜″ wide

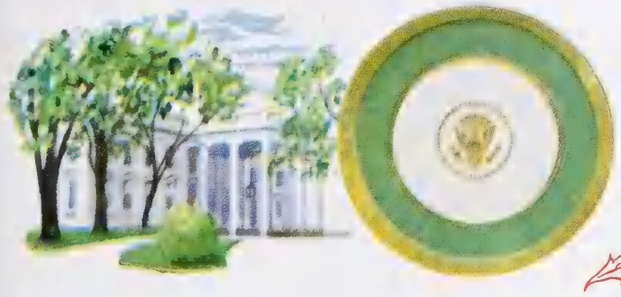
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#127. PARISIAN FLOWER CART

To lighten hostess duties and to delight your guests. All plastic, with delicate green silk-screen decoration. (Tumblers not included.) Holds 8 full-sized tumblers.

GAY GIFTS 175 Fifth Ave., New York 10, N. Y.

EVERY PIECE OF *Lenox* IS A COLLECTOR'S ITEM



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FOR THE NEW MAGNIFICENCE OF THE WHITE HOUSE...
ETCHED GOLD AND TEAL GREEN

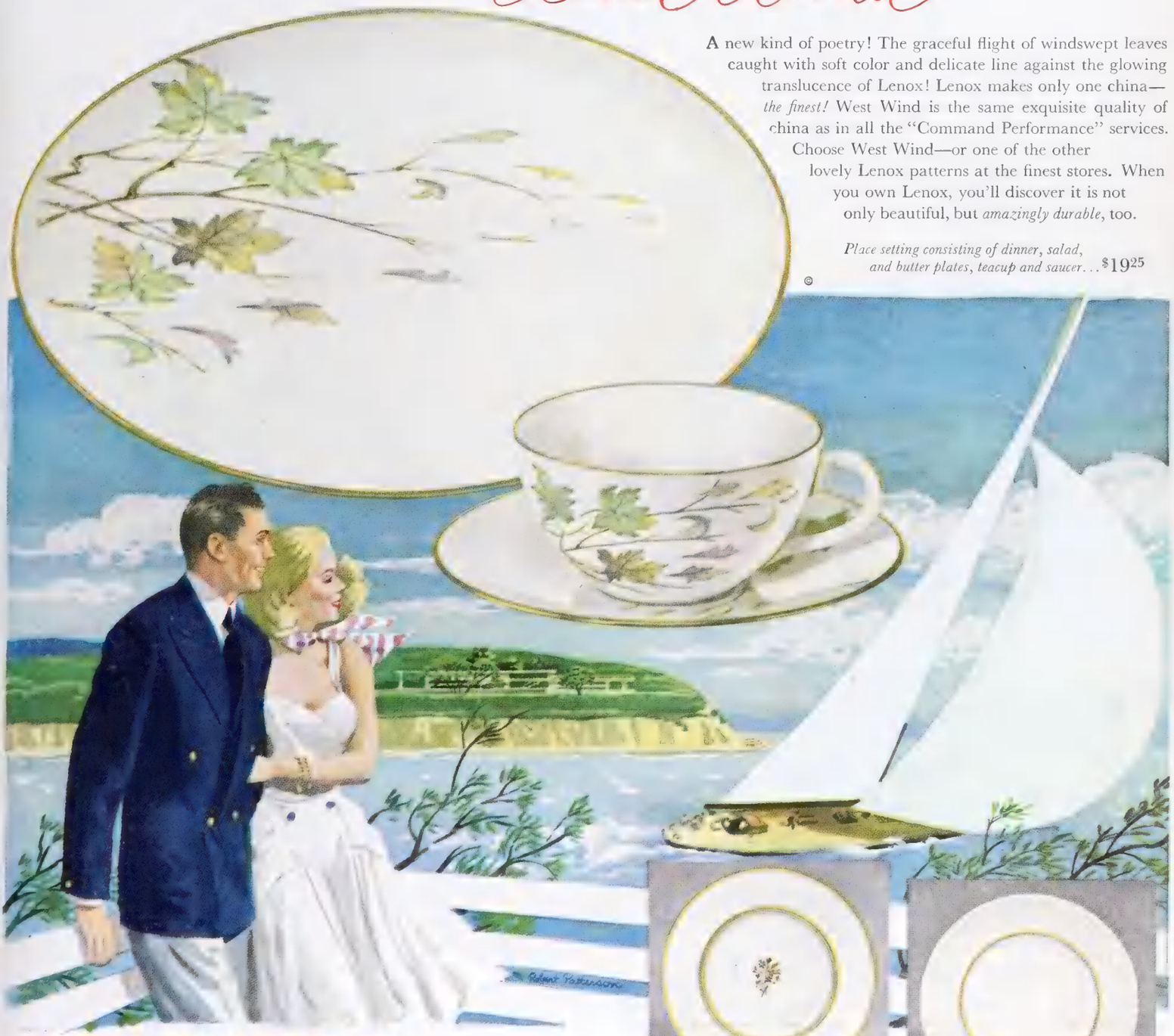
This beautiful plate is part of the Lenox China service created for the redecorated White House—another great "Command Performance."

FOR YOU...NEW *West Wind*

A new kind of poetry! The graceful flight of windswept leaves caught with soft color and delicate line against the glowing translucence of Lenox! Lenox makes only one china—*the finest!* West Wind is the same exquisite quality of china as in all the "Command Performance" services. Choose West Wind—or one of the other lovely Lenox patterns at the finest stores. When you own Lenox, you'll discover it is not only beautiful, but *amazingly durable*, too.

Place setting consisting of dinner, salad, and butter plates, teacup and saucer... $19.25

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FOR HELP IN CHOOSING YOUR FINE CHINA send for the name of your nearest authorized Lenox Dealer. Write Lenox, Inc., Dept. 2-L, Trenton, New Jersey. Enclose 25¢ if you wish "The Reference Book of Fine China" with full-color pattern and price leaflets.



NYDIA, 5-piece place setting, $23.25



CRETAN, 5-piece place setting, $19.25

Lenox *China* AMERICA'S WORLD-FAMOUS FINE CHINA

Shining Beauty for Heavy Duty! There's a long, lighthearted future in this Daystrom fashion-leading dining group. And why not? This sturdy, graceful table is topped with Daystromite, the Wonder Top that cheerfully shrugs off scratches, stains — even the heat of a lighted cigarette!

That's Daystrom *lifetime* chrome, sleek and shining, long-wearing and work-sparing.

And here's happy news for homemakers — every surface whisks clean with a damp cloth! That includes the rich, textured upholstery as well as the Wonder Top and chrome.

This is just one of many handsome Daystrom dining groups in a gay array of styles and colors. You can easily afford Daystrom styling . . . at better furniture and department stores.



Look for the Daystrom arrow and be sure

DAYSTROM

The mark of fine furniture in Chrome, Coloramic® and Sunnywood®
Division of Daystrom, Inc., Olean, N. Y.

DAYSTROM

take it EASY

it will do your heart good



"Wonderful relaxation" says BILL STERN, famous sportscaster

SO EASY TO RELAX IN

SO EASY TO LOOK AT

SO EASY TO CARE FOR

HEAVENLY COMFORT, ENDURING BEAUTY AT A REAL DOWN-TO-EARTH PRICE

BERK-LOCK 3 in 1 Chair

COVERED WITH *Boltaflex* ALL-PLASTIC MATERIAL



Hundreds of thousands of American families are enjoying the luxurious comfort of a Berk-Lock 3 in 1 Chair, covered in beautiful, durable Boltaflex. Posture-Built for maximum comfort, the Berk-Lock helps soothe tense nerves and tired muscles, giving your heart the rest it truly deserves. Dealers everywhere will be glad to show you the Berk-Lock, the Berk-Lock Leisure Lounge and the Berk-Liner in stunning styles covered with washable, long-lasting Boltaflex in magnificent colors to blend harmoniously with your own decorations. Write for literature and name of dealer nearest you.



THE BERKLINE CORPORATION, MORRISTOWN H5, TENNESSEE



You can own this kitchen for as little as $8.33 a week plus installation

The only KITCHEN CABINETS

that can be converted to meet your changing storage needs, work habits

Insist on the *only* kitchen cabinets with interchangeable drawers and shelves—on American-Standard cabinets that can be converted to meet changing storage needs and work habits, even after years of use.

This convertibility is yours *only* with American-Standard all-steel cabinets. Other important features are smooth, long-wearing plastic counters . . . white, baked-enamel finish . . . sound-deadened, snug-fitting doors. Buy a complete kitchen now—or start with one or two cabinets and add others as you need them.

For a work-saving kitchen made by American-Standard, long famous for the finest cast-iron sinks, see your American-Standard retailer. He is listed under "plumbing fixtures" or "plumbing supplies" in the yellow pages of your phone book. Or for help in planning your kitchen, write for the free Kitchen Products Catalogue. **American Radiator & Standard Sanitary Corp.**, Dept. KH-43, Pittsburgh 30, Pennsylvania.

AMERICAN-Standard
KITCHENS

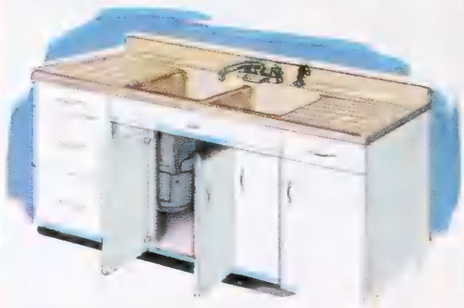
Convertible cabinets!



NEED EXTRA DRAWERS? Just remove two sliding shelves from open-base cabinet shown in the large picture and add two concealed drawers. Easy? Yes, when you have new American-Standard convertible cabinets!

When you build or modernize, insist on a top-quality sink

DEEP COMPARTMENTS and sloping drainboards are features of this American-Standard sink. Made of rigid cast iron for long life, with a thick coat of acid-resisting enamel for easy cleaning. Available in white and five colors.



GARBAGE DISPOSER is a *must* in the modern kitchen! This new American-Standard disposer gets rid of food waste instantly. You will never touch nor smell garbage again!

Serving home and industry: AMERICAN-STANDARD · AMERICAN BLOWER · CHURCH SEATS & WALL TILE · DETROIT CONTROLS · KEWANEE BOILERS · ROSS EXCHANGERS



WINDOW SHOPPING

CONTINUED FROM PAGE 94

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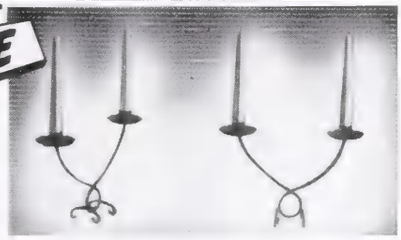


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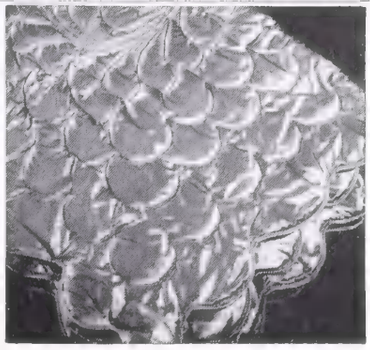
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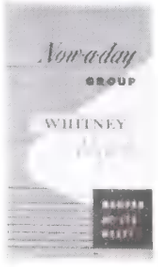


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In your own living room

you have the thrilling opportunity to

know America better, documented in all its diversit

and drama on 16mm. home moving-picture films

By Cecile Starr

The greatest benefits of the Next America will be ours only if we understand ourselves. But vastness is hard to comprehend. So to live in America is not always to perceive its meaning. To understand, you must see for yourself. And while we are the greatest travelers of our times and the best informed Americans that have ever lived, who of us could ever hope to know, by intimate experience, all the peoples and pursuits, regions and manners that are constantly molding the character of our great country?

Yet we *can* see for ourselves, right in our own homes, through 16mm. films, for 16mm. moviemakers have lately been showing a re-awakened interest in America as a theme for their films, and many are available for purchase or rental.

What we are offered through these creatively conceived and photographed moving pictures is no mere scenery. We see the *real* pictures—the land and the people, the past, the present, and the hopes for a greater future. Many of these are no assembly-line products, contrived of necessity for a mass audience, but films made by individuals for the edification of other individuals. Thus their content comes through as personally as conversation. Their variety is infinite—from an experimental study of our neon light patterns to a historical survey of the Mississippi. Listed reviewed below are some outst ing 16mm. films, highly enter ing, of course, but carrying deeper meaning. For they giv the kind of understanding of great country that can hel find our way toward a b America.

"Notes on the Port of St. L cis" is the picture of a great A ican city as interpreted b talented young film-maker n Frank Stauffacher. The com tary read by actor Vincent has been excerpted from a rem ably timeless essay written Robert Louis Stevenson whe visited the city in 1882.

Stevenson's words alone ar sorbing and provocative enou set the film apart from an ord travelog. But it achieves di tion in many other ways, mo them stemming from Frank S facher's keen eye and cre interest in film-making as a cre skill. With his several assis he has taken unforgettable of the water that surround city, the incredible fog that over it periodically as if to c it forever, the steep hills which the buildings huddle selves, the variety of peoples characterizes a great seapor unique architecture of a comm whose settlers came from all the world to trade, to seek

e, to live, and to dream.
he film is further enhanced by
areful recording of the actual
nds of the city streets, by an
active musical background, and
old maps, drawings and photo-
ohs which show how San Fran-
o looked in days gone by. Al-
igh the filming, editing, and re-
ing took more than a year and
alf to complete. Stauffacher
s even now that he would like
ave a chance to edit it again
improve it further.
ut as it is now, "Notes on the
t of St. Francis" is an encour-
ig example of what can be ac-
plished on film in presenting
American scene.

es on the Port of St. Francis minutes). Distributed for al and purchase by A. F. Films, 0 Broadway, New York 19, N. Y. tal $7. Sale $60.

isalito (9 minutes). Frank affacher's first production, about in a small California town, g experimental film techniques semi-poetic treatment. Dis- ed for rental and purchase A. F. Films, 1600 Broadway, York 19, N. Y. Rental $5. $75.

Zigzag (7 minutes, color). Also an early experiment by Stauffacher, patterning the nervous neon of city night-life into an abstract picture of twentieth-century America. Distributed for rental and purchase by A. F. Films, 1600 Broadway, New York 19, N. Y. Rental $5. Sale $90.

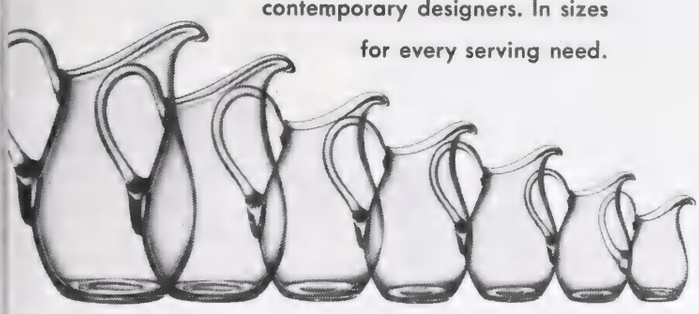
The River (32 minutes). One of the first important documentary films about American life, telling the history of the Mississippi Valley and its people from early settlement until 1937, when the film was made. An American film "classic," produced for the Farm Security Administration. Written, directed, and produced by Pare Lorentz. Photographed by Willard Van Dyke, Stacey Woodard, and Floyd Crosby. Music by Virgil Thomson. Distributed for purchase only (about $40) from the Government Division of United World Films, 1445 Park Avenue, New York 29, N. Y. Available for rental from leading 16mm. libraries throughout the country. Rental about $5.

The City (30 minutes). Another outstanding production of America's early documentary film movement, dealing with life in a crowded

(Please turn the page)

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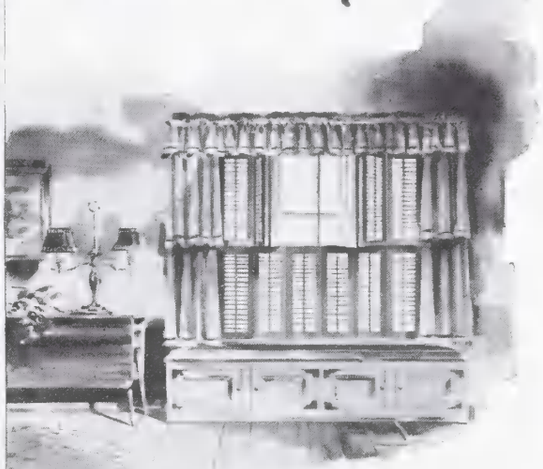


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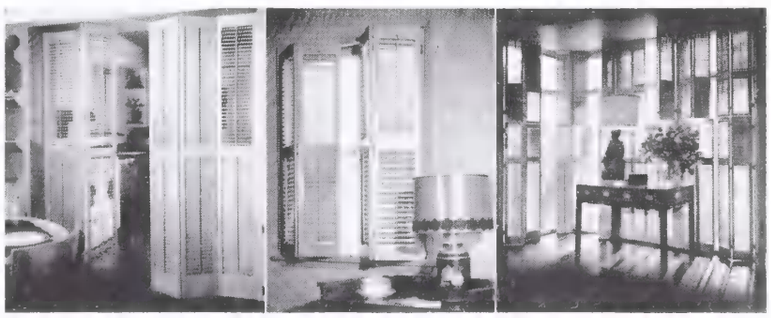
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SEE FOR YOURSELF

CONTINUED FROM PRECEDING PAGE

metropolis and ending with glimpses of a planned green-belt community. Produced for the American Institute of Planners in 1939. Directed by Ralph Steiner and Willard Van Dyke, from an outline by Pare Lorentz. Commentary by Lewis Mumford. Music by Aaron Copeland. Distributed for ten-year lease by the Museum of Modern Art Film Library, 11 West 53rd Street, New York 19, N. Y. Available for rental from leading 16mm. libraries throughout the country. Rental about $5.

Mount Vernon in Virginia (22 minutes). An intimate picture tour of George Washington's recently restored home overlooking the Potomac, as he might have seen it on his return from war on Christmas Eve, 1783. Produced for the Mount Vernon Ladies Association by Affiliated Film Producers. Directed by Willard Van Dyke; Richard Leacock, photographer; Irving Jacoby, producer. Distributed for purchase only ($85) by McGraw-Hill Text-Films, 330 West 42nd Street, New York 36, N. Y. Available for rental from leading 16mm. film libraries. Rental about $5

The Photographer (30 minutes) A motion picture tribute to th famous American still photogra pher Edward Weston, showing hir at work in his studio and in th hills and deserts of California directed by Willard Van Dyke Weston's close friend and forme student. Distributed for purchas only (about $45) from the Goverr ment Division of United Worl Films, 1445 Park Avenue, Ne York 29, N. Y. Available for renta from leading 16mm. film librarie Rental about $5.

NOTE: A handy guide entitled "A directory of 2002 Sixteen Millimeter Film Libraries" is sold at 35c per copy by the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D.C. It includes names and addresses of film centers all over the country, some of which maintain extremely large rental collections. Prices vary from library to library, and in most cases the film user is required to pay transportation costs—one good reason for dealing with your nearest libraries.



MUSIC IN THE NEXT AMERICA

CONTINUED FROM PAGE 34

atic, concert, and theater performances in the United States.

The invention of tape has simplified the making of a record. Almost anybody who has money enough to hire an orchestra and rent tape-recording equipment can now make a recording. New companies have entered the business. They have brought us a new repertoire. They have dared to record unpopular works—they could hardly have done anything else, since the big companies had recorded all the popular works and the newcomers needed something new to sell. The recorded repertoire today is amazingly varied and rich, and much bigger than the concert repertoire. Many artists would not dare to play in a concert some of the unfamiliar music they present on records.

In the Next America, the trend toward improvement and lessening of price will continue. Records will continue to give more music for less money, and they will sound even better. $5.45 is still a considerable sum. A good record still costs more than a good book. Phonographs will become less expensive as the demand for them increases, and as new electronic inventions, such as "transistors," come into use. New methods of making records in very large editions will undoubtedly be found, and it is possible that ten years from now you may be able to buy a Beethoven symphony in a "reprint" for one dollar or less.

Two major developments in home music are now in what I call the "exclusive-expensive" stage. Every invention goes through several stages. First it is confined to the laboratory. Then the initial experimental models come into use. Then these are developed, but as yet they cost so much that only a few people can afford the price. That is the present status of the phonographs which play tape, not records. The really good machines which use tape sound wonderful. They have high fidelity, great volume, and no surface noise. But there are kinks that need to be ironed out before tape may be commercially practical. Some of these kinks are the problem of rewinding, the ability to stop the machine whenever one wants to and resume from that point, what to do with the recording of a single song, the cost of the tape itself, etc. It is not at all certain that tape will replace records. At the moment there seems more immediate promise in another development—binaural recording.

Binaural means two-eared. Acoustical engineers have long known that sound played through two speakers strategically placed, and assailing both your left and your right ears, provides the illusion of "live" sound and seems to transport you right into the concert hall. You heard an early form of binaural music in Walt Disney's *Fantasia*.

The sound of binaural music is incredibly thrilling. It necessitates, however, the use of two records (or one record with two parallel sound tracks), two pickups, two loudspeakers. And all the equipment has to be first-class. You can see, therefore, that as yet these double costs make the system too expensive for wide popularity. But industry will find a way of reducing the cost.

However, it is not in records alone that industry can aid music. Television has as yet done relatively little for music. Productions of opera on television have so far been fairly crude, but people have liked them well enough to make further experiments worth-while. Special productions of operas (not the standard Metropolitan Opera products) are in my opinion ideally suited to living-room enjoyment. Opera is good entertainment for the home, easier to understand in the home than in the theater. I can imagine that productions well translated and given by double casts—unseen singers and seen actors—could be exciting.

WOULD it not also be possible to invent a combination of record and home movie, so that as you played a recording of *Carmen* you could watch the action on film?

In a word, industry can offer you the opportunity for culture and enjoyment. Industry, rightly used by you, can help you to become more of an individual. Industry will make anything that you want to buy. The more of it you buy, the cheaper that commodity will become. And the cheaper it is, the more can be bought. That is the un-vicious circle of our century.

Yet you must make the choice. Do you want symphonies or do you want sob-songs only? Do you want beauty? If you do, it can be produced for you by plain means. That is your individual decision. Fortunately more people are learning every day how to make that decision. This is where the machine stops and you begin.

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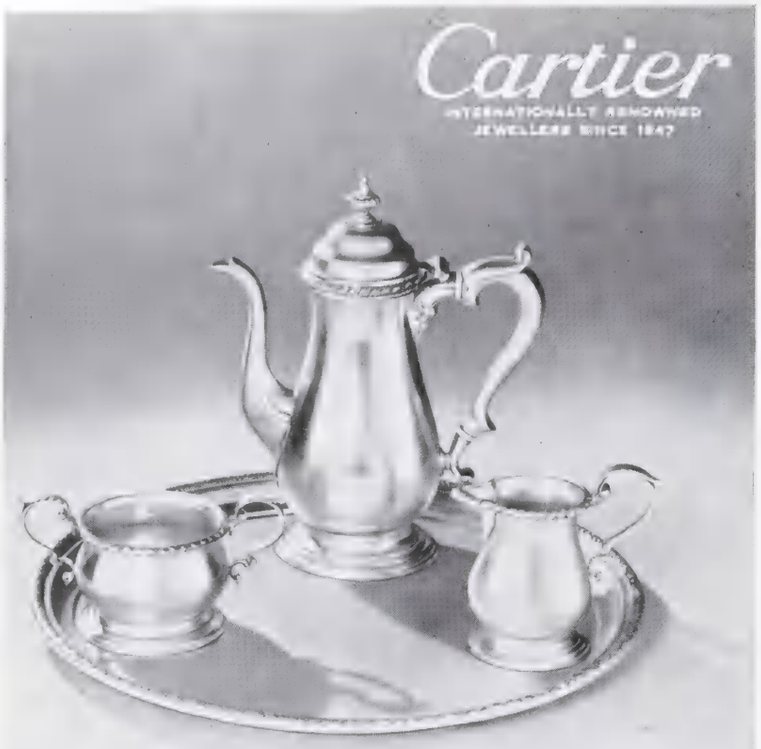
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PHOTOGRAPHS BY MAYNARD PARKER

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PHOTOGRAPHS BY WILLIAM HOWLAND

Hanging compartment for Mrs. Putnam's blouses in cabinet at right may be easily converted to house radio-phonograph or dining accessories if desired. Sliding shelves hold lingerie. Other cabinet has sliding shelves and trays for Mr. Putnam's shirts, socks, underwear. All doors swing back against sides like the one at right.



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HOW TO LEAVE HOME *and like it*

By Louisa M. Comstock

Haiti—a quick rundown on: *What to expect*: something different; a free, proud Negro republic with a strong French flavor (learn its history before you go); French is spoken; fascinating contrasts of earthiness and elegance; mysterious cool mountains and gaudy tropical towns; the most chic peasants, and best food in the West Indies; a brisk native art movement; no gilded high life; no beach life (you swim in pools). *Where to stay*: Port au Prince is the big town. Good hotels with swimming pools are Ibo Lele, El Rancho, Thorlands International Club (cottages), Beau Site. Figure up to $20 a day single, American plan, from December to July, about half in summer. In Cap Haitien (fly here in 40 minutes from Port au Prince to climb by horseback to Henri Christophe's fantastic Citadelle) best hotel is Hostellerie du Roi Christophe, at about same rates. *What to do in Port au Prince*: By day, swim and spearfish on coral reefs; prowl the town; visit the Centre d'Art, the Iron Market, the Episcopal Cathedral; take mountain drives to Kenscoff (lunch at Chatelet des Fleurs) or to La Refuge or Le Perchoir. By night, dance and game at the Casino; see national dances at Theâtre Verdure; for Saturday night big doings, see a Voodoo ceremony (staged but strange), then dance at La Choucune. *Best buys*: primitive art; mahogany; gold and silver jewelry; tortoise shell; embroidered dresses, blouses, stoles; French perfumes; Barbancourt rum; recordings of Haiti's *Meringue* music. *How to go*: By air, Pan American World Airways; KLM; Chicago and Southern Airlines; Resort Airlines. Regular service by sea, Dominican Republic Steamship Line. *Literature*: Haiti Tourist Information Bureau, 30 Rockefeller Plaza, New York City. *Reservations*: Your travel agent. (*Please turn to page* 164)

...relax in Canada

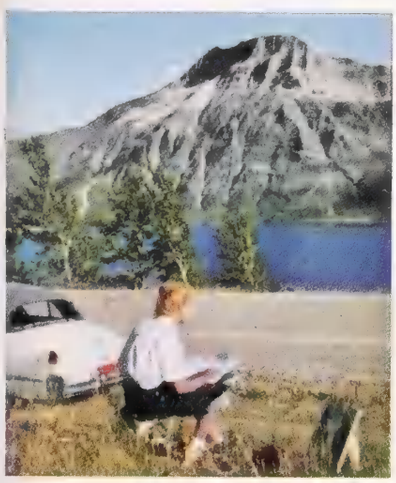
See Nature at her smiling best . . .
enjoy playtime all the way in this land of
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Standard equipment, accessories, and trim illustrated are subject to change without notice. Power steering, power elevator seats, power brakes, white side-wall tires optional at extra cost.

Powered for the pace you set in modern living

Now comes the fine car that is sensitively designed for our times, and magnificently powered for the tense pace you set today.

You touch a button and the new 4-way power seat moves not just back and forth but up or down as well. You thread through traffic with fingertip power steering, guiding front wheels that have exclusive ball-joint suspension for astonishing obedience.

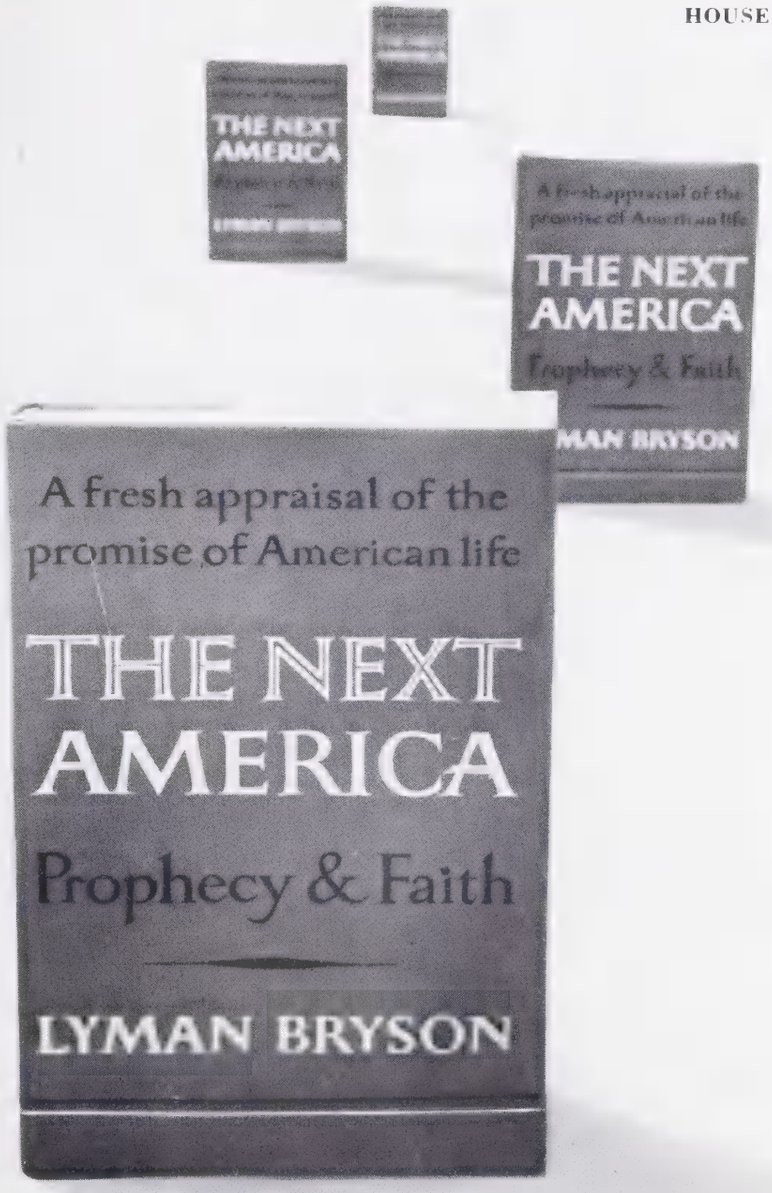
You find wonderful response in the new V-205 horsepower engine, for extra safety in passing, in taking hills. (You're piloting the car whose entries won the first four places in the Mexican Pan-American Race, recognized as the world's toughest automotive competition.) Then you stop with another touch, for power is also your silent partner in braking.

All this is the new Lincoln for 1953—as you will see on one demonstration drive in a Lincoln Cosmopolitan or Capri. *The one fine car designed for modern living—powered to leave the past far behind.*

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Crowning achievement of Ford Motor Company's 50th Anniversary—"50 Years Forward on the American Road."



The Next America adds up to this:

- *You will have a greater chance to be yourself than any people in the history of civilization.*
- *As a nation we shall enjoy a market filled with the beautiful and the practical.*
- *As individuals we shall be inspired to grow to the fullest of our personal possibilities.*
- *And together we shall all reach new heights in the enriched quality of our daily life.*

Study the pages of this issue and future issues of 1953 for House Beautiful's charting of your way to the Next America.

PHOTOGRAPH BY TOM YEE

The Next America now brings

The greatest good – and goods for the greatest number

The measure of the future will be the richness of the daily experience, the extent to which all our citizens enjoy the variety of American civilization. Much of the future is already here in the hands of each of us. More of the future lies ahead. Its greatness depends on ourselves. To reach the fullness of the next America we must sign another declaration of independence, another resolution of individualism. We must erect homes that shelter and enrich human life. We must build the architecture for the new age of humanism. We must expose the mechanistic forms, reject the authoritarian dogmas of the cult of stark, sterile modern.

In this article, Lyman Bryson summarizes the mature and forward-looking ideas of his new book, "The Next America." He projects the shape of things to come against the obstacles we now face. He makes clear the dominant ideas and aspirations around which those who have faith in America should rally.

By Lyman Bryson

A cultural revolution has begun in our country and the evidence is all around us. For some of the signs we have to dig, because many of the changes now going on in the lives of Americans are beneath the surface, and many observers are too self-absorbed or conventional to see what is going on.

The Next America, if we can achieve all that is now promised in our suddenly powerful and aspiring civilization, will be a country in which all men and women get a better chance than any people have



ever had before to express whatever greatness and creative power is in them.

We can do this because we have built up industrial power to a point at which industry, rightly managed, can take care of our material wants and all can have enough; because we have learned to relegate to big organizations the problems that can best be solved by collective action, and because we can now, if we have enough wisdom and courage, seek our democratic freedom in those ways of living that express ourselves.

This means that art and the life of the mind will mean more to Americans than it has ever meant before. It means that the creative strength which is in everyone, which is never killed, although routines and anxieties may beat it down, will find in some kind of action a richer expression. And it means that in the intimate arts of home building, decoration and design we shall choose and make and learn. The greatest privilege democracy can give to any person is the chance to grow by what he learns from his own choices. Democracy in the arts of the home is necessary to the health of all the other ways of democratic living.

Liberty means choosing and learning from one's choices and it cannot have much meaning in an over-simplified and meager world. Men cannot choose what they have never heard of; ignorance is the greatest obstacle to freedom. In politics, we call the danger totalitarianism. It is evil, not only because men in totalitarian countries have to live by tyrannous dictation, but also because they can never even make the acquaintance of the rich possibilities of other ways of life.

In the arts, we call it rigidity of taste. It confines and deadens, whether the rigid taste is modern or ancient, conventional or new, international or provincial, sophisticated or naive. A rich life is adventurous and every man has a right to his own adventures.

Travelers have remarked, sometimes with pained surprise, that when primitive peoples, who have lived with beautiful but routinized household arts for many generations, are invaded by industrialism, they will often drop their lovely earthen clay pots and carry water in tin cans. Laying aside the question of whether or not a tin can may be beautiful, it is most important to note that the village housekeeper is having a new experience, more precious to her than the free citizen of an industrial culture can appreciate. She is, perhaps for the first time in her life in such a matter, making a free choice.

It is for this reason, not only because there are many kinds of beauty and desirability in the world, that we need to keep our market places and our displays and our merchandising of the materials for the making of homes as rich and varied as possible. When a great museum, or a furniture display, or a fair gives us only what is "right," it cannot be anything more than what one critic or group thinks is right. It may indicate a fashion or suggest invention. It does not serve the democratic purpose of enlarging every individual's knowledge of the endless possibilities of beauty and comfort and self-expression which are the true purposes of the arts of the home: The goodness lies in the enormous variety from which we can choose. The badness enters when—and if—there should be too few choices, too (*Please turn the page*)



$18

A kitchen chair that's beautiful *and* practical, chrome and plastic. Daystrom Furn. Corp.



$5

A pair of lishnet café curtains (30" long) of nylon with a foolproof heading, as easy to wash as hosiery. From North American Lace Company.



$9

A set of 40 beautiful glasses, 8 of each type, shows good design is for everybody. From Libbey Glass Co.

PHOTOGRAPHS BY ROLF TIETGENS

narrow definitions of what is good and beautiful.

Those who are watching the cultural revolution in America are most profoundly convinced by the fact that we are looking at more pictures and listening to more music than ever before. In the ten years just past, eleven American cities founded their own opera companies, and 89 cities, ordinary American towns, organized their own symphony orchestras, bringing our national total to 812. If your own town has had an enthusiastic rash of drama clubs and Sunday painting, evening quartet playing and club singing, and a new vigor in discussion clubs and amateur writing, don't think it is unique. This is now normal for the United States, in spite of what is still repeated about our materialism and cultural backwardness.

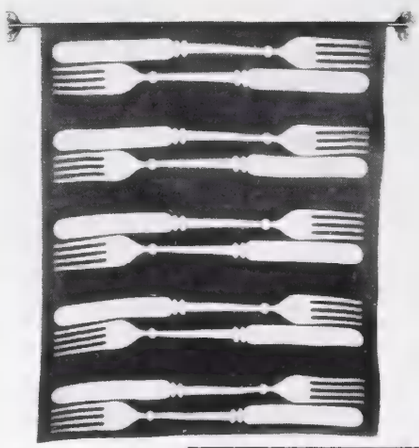
This is what Frederick Lewis Allen calls *The Big Change*, and Fenton B. Turck in the "Scientific Monthly," calls *The American Explosion*. It *is* the Next America. What no one can measure as a whole pervasive effect, although it touches many millions of us, is what this can mean and is now beginning to mean in the most intimate home-centered phases of our lives.

The evidences of cultural growth are important, but far more important are the things we do for ourselves. For instance, we spent three and a quarter times as much money for seeds and flowers in 1951 as we did in 1940, and these garden supplies were not mostly for estate gardens and parks: they were for homes. Neither inflationary prices nor the growth of population in a decade can account for such increases as these: more than five times as much for musical instruments of all kinds, twice as many visits by vacation travelers to national parks, more than three times as much for education and research, five times as much for home furnishings and decorations.

Thus measured in [illegible] dollars and cents, the (*Please turn to page* 172)

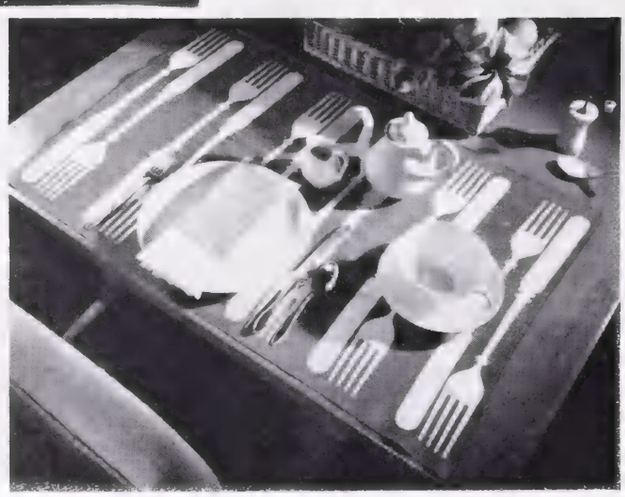
Better and cheaper:





60¢

When a dish towel is so pretty it can be a dining mat, or kitchen curtains, or go into the living room as a bar towel, the state of design is healthy. When it can retail for under 60¢, our economy is clearly working as it should. Towel (20" x 30") from Martex.



the molded plastic drawer that does not warp, stick, or snag

$2.50

In the next America you can buy plastic drawers, separately, to build into your house, or already used in furniture, as shown here. This new drawer is of Bakelite, sells for $2.50 from Boonton Molding Co. Made up into an 8-drawer unit, chest is $90 from Warren Furniture Co. For more details, turn to page 258.



PHOTOGRAPHS BY ROLF TIETGENS

The social significance of a pretty dish towel

PHOTOGRAPHS BY WILLIAM HOWLAND



They curtain kitchen windows as effectively as they dry dishes.



Anyone can own towels handsome enough for living-room use.



"A free man's house of the future will be his palace." Here is the architecture for it by John Yeon.

The Next America will be

THE AGE OF GREAT ARCHITECTURE

Already visible in the work of John Yeon is the great art of tomorrow's architecture. Enriched and functional, with beauty and vitality, it leads the way to a golden age in American life

By Joseph A. Barry

The test of American civilization is not the height of its literary, musical, or artistic peaks, however important they are on the cultural landscape. It is the quality of the daily life itself. The heights we are invited to scale are, first, heights in the level of living. The greatness we search is greatness in the lives of our people. The true and the beautiful we try to combine with the good—and we call it the good life.

How men build conditions how men live. If we choose the barren glass cage of a Mies van der Rohe, we shall suffer the consequences of a loss of privacy and personality. If we crowd collectively in the colossal pigeonholes of a Le Corbusier, we shall set ourselves up for total and authoritarian control. But if we encourage the kinds of homes where the spirit of man can grow and flower, where each can develop in his own peculiar way, we shall ensure the new democracy of culture.

Thus architecture is now the creative force for America's tomorrow. It leads the way to a golden age when all men might share in the products of civilization and gifted men be inspired to create them.

The Parthenon was long a part of the Athens skyline before it dawned on the Athenians that it was a work of art, eventually to be considered by us as symbolic of the Golden Age of Greece. In America we ponder endlessly on the rise and fall of Hemingway fiction, the uncertain poetry, painting, and music of today. We don't seem to recognize that our most significant art is in the best of our domestic architecture. We don't seem to understand the historic uniqueness of our domestic life, that no other nation has so broadly or deeply enjoyed the fruits of a productive society.

The art of daily living requires the art of domestic architecture. And our best architecture gently inclines us to clarity and fullness and repose, as if we were veritable masterpieces of living. In such architecture, man is at home with his house and at peace with himself. He is lifted by the beauty of his surroundings and never cast down by a disregard for his common frailties.

The house we see on these pages illustrates, in one superb design, the union of function and form, delight and performance. Like life, it works and plays. It has mood and warmth and vitality. Let us say it directly: It points the architectural way to an age of humanism, and it proves our great architects are well on that way.

But how, in words, can one describe satisfactorily a four-dimensional experience, an architectural work of art that exists in length, width, depth and time? It cannot be done even with the best pictures. What movie-still, for instance, adequately suggests the art of Chaplin, whose essence is movement?

To appreciate the architecture of John Yeon, you should walk around it and through it. You should see one plane give way to a second to recompose with a third. Looking at one living-room wall, you should be conscious of the one behind you, for the eye remembers and relates what you have just seen to what you will see. You move in the sequence ordered by the architect and your pleasure unfolds like a well-made play. There is contrast, suspense, and climax. There is stimulation and repose, excitement and peace. (*Please turn the page*)

"Where the spirit of man can grow and flower."



John Yeon, Architect

Mr. and Mrs. Lawrence Shaw, Owners

THE AGE OF GREAT ARCHITECTURE

continued

No other art has so complete, so lasting an effect.

You can pick up a book—and, on an impulse, you can lay it down again. You can turn your radio on or off. But you live in architecture—and architecture lives in you. It is easily the dominant art in all civilizations with far-reaching social implications: for the choice of architecture is decisive in a society's life and influential for many generations.

Unfortunately, the same, eulogistic words are often applied to bad as well as good modern houses—and the photographs of *bad* houses may easily mislead you. That is why the proper understanding of good architecture involves the close study of floor plans, orientation and construction details. Evaluation of design alone means the ability to bring drawings and pictures to life. It means, in this house by John Yeon, to see the equilibrium between the downward thrust of the roof and the gentle, replying thrust of the white panels and cornices. It means awareness of how this house shares the beauty of its meadow and reacts to the varying light and shadow of the wheeling sun. It means appreciation for the way it strikes a balance between man and nature, life and society: a grasp of how its complex structure contributes to a full life for its owners, how it helps them explore every value, every avenue of living.

To be a good architect today is to have an under- *(Text continued on page 123. More photographs on the next four pages.)*



The dining area of the living-dining room (fully shown in color on opposite page) looks out toward the east and south through a long band of windows beautifully proportioned to frame the distant panorama.



Entering through recessed door at far right, you are struck by rising height of living-room ceiling which gives a feeling of spaciousness and, outside, creates the designed impression of a two-story house.

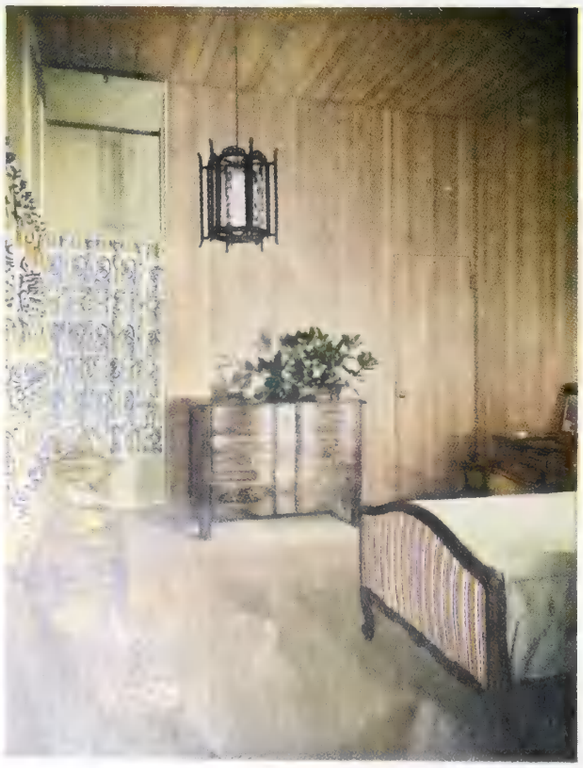




Throughout the house a mood of serenity, spaciousness, and elegance is achieved by delicate scale of furniture and architectural details, play of blue against trim white moldings. Noteworthy is Architect Yeon's versatility in translating the 3-foot modular unit of the construction into decorative paneling, clerestory windows (under high ceiling), shelves, fireplace, door openings. This is integral design at its best.

ALL PHOTOGRAPHS BY MAYNARD PARKER





THE AGE OF GREAT ARCHITECTURE *continued*

Long, graceful porch, above, shades windows of master bedroom and living-dining room, reduces glare of open sky and provides a dry and shady area needed on the exposed and treeless site. (Another view of porch is on front cover.) High central roof allows for high ceilings and clerestory windows. Illusion of more-than-actual spaciousness is aided by delicate scale, high ceilings, low windows and recesses, impression of two stories. Aristocratic flavor of this little pavilion (symbolizing the best of everything for the Next America) is achieved by elegance of proportions and coloring. Bedroom has same perfection and exquisite handling of wood and furnishings. Curtain fabric was designed by Denmark's sprightly ceramic artist Bjorn Wiinblad.



"The past is not for burning," Architect John Yeon says. And his unashamed use of cornices, "outlawed" for decades by modern architecture, good and bad, his decorative application of paneling (combined with a 3-foot modular system of construction) clearly range him with the freest of American designers. The exuberance and gaiety of this house, its uninhibited exploiting of all devices, old and new, with the sole aim of achieving a beautiful and performing home for its owners, are crystallized in the gay and witty cornices that tilt against the sky. Within and without and on every side there is an organic unity of design that ties all the various parts, including the grounds and garage, into an exciting yet reposeful composition. Here, indeed, is visible the architecture of the Next America.

PHOTOGRAPHS BY MAYNARD PARKER



PHOTOGRAPHS BY MAYNARD PARKER



The simple rectangular forms and the sense of secluded shelter in the master bedroom contrast pleasantly with rest of house.



Modern, period, and Oriental furniture and accessories combine with modern architecture in a composition of quiet distinction.

Here is a place for withdrawal and renewal, for contemplation and repose; here is the architectural way to an age of humanism.





Bedroom has privacy yet quick access to outdoors. But even indoors it re-establishes a vital equilibrium between man and nature.

standing of the strength and weakness of man, his capability and his suggestibility, his respect for order and his requirement of freedom. For the profession of architecture is the practise of humanism—and rarely has it been practised so well as by John Yeon.

A free man's home of the future will be his palace and here is the style for it. Alone, elegantly independent, Architect Yeon's house for Mr. and Mrs. Lawrence Shaw of Portland, Oregon, is actually small in comparison with its illusion of grandeur. This illusion was intentional so as to achieve a building not dwarfed by the spaciousness of its site: eight acres of open, rolling meadow. From a distance, without a clue to actual dimensions, the house assumes the expansiveness of a manor because of its delicate scale of details, the lowness of the first cornice level, the suggestion of a two-story house, although it is one-story.

The house rests as lightly as a cloud and yet as solidly and securely as a walled hill town. The pull of the earth is readily admitted in over-all composition and in the emphasized vertical details. Yet there is a lightness and delicacy in the contrast of the panels and moldings. From a distance the glass and blue panels assume the same color and value, so that the contrasting, cream-white moldings stand out with the fragility of fine lace. The slope of the roof relaxes at the eaves to assume the knife-edge thinness of the cornices and join their outward gesture. Twice these cornices surround the house at

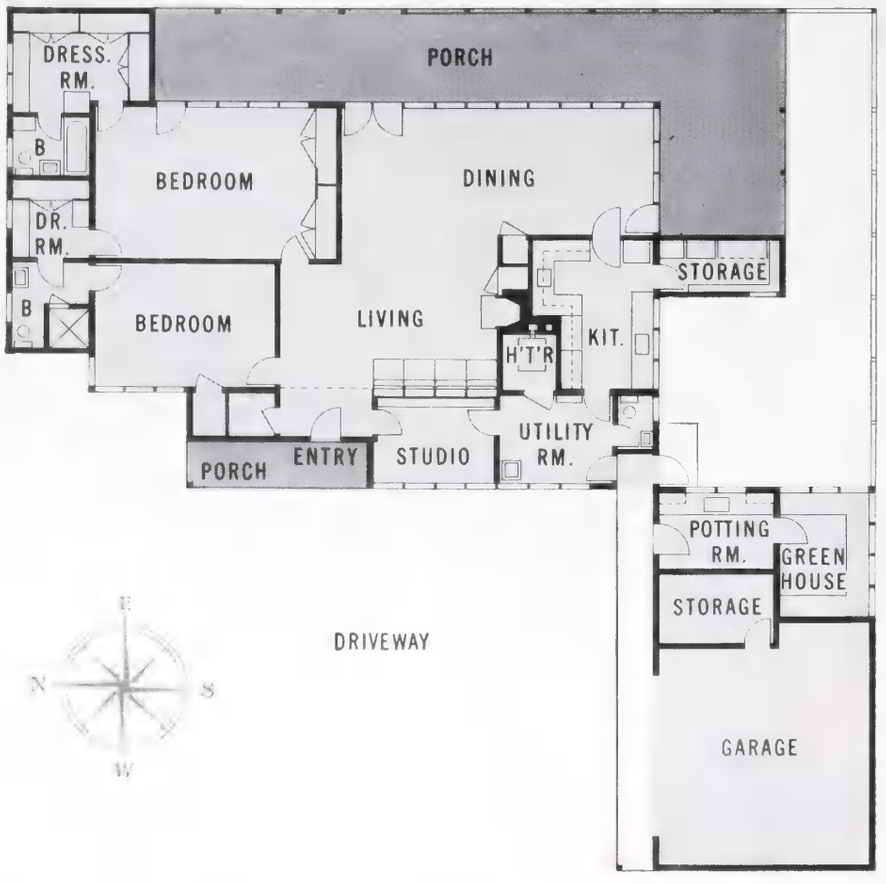
(*Please turn the page*)

THE AGE OF GREAT ARCHITECTURE

continued







Here is a house which works for its owners—night and day, physically and emotionally—instead of against them, as do so many houses. This is no accident. It is the result of John Yeon's careful adaptation of the plan to the needs of his clients. All positive aspects of the site—fine view, high elevation, east and south exposures—are exploited by house and garden. At the same time this plan provides a buffer for the main living areas from hot western sun, motor court, service areas, and deliveries. Thus it achieves a house that is an active tool for a full life.

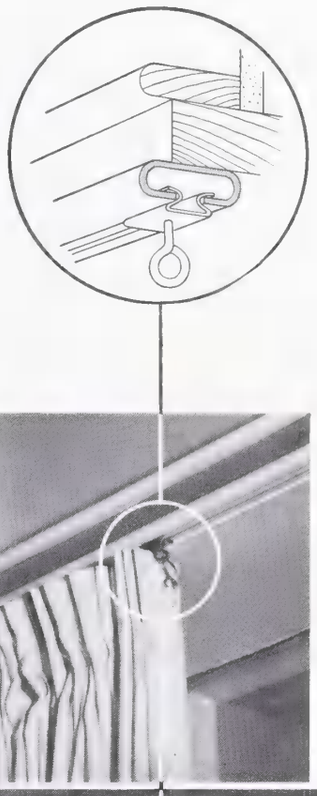
THE AGE OF GREAT ARCHITECTURE *continued*

two levels, binding the design and capping the walls with a gay, witty, and unashamed flourish tilting at the sky.

The house has the quality of lightness and gaiety of a Mozart melody. It has an aristocratic flavor implying the best of everything for its occupants from all periods and all cultures. Color cooperates with the pavilion-like structure to maintain a mood of serenity: light, bright Venetian colors with a common denominator of white trim throughout; the deliberate practise of elegance in proportion and detail.

"The past is not for burning," John Yeon reminds us. And in his work you can see the revival of a great tradition in architecture, where the aim is not to shock with newness, but to build structures that house man in dignity and comfort. Forms and devices were chosen, adapted, and invented for their service to the constant goal of serenity. There were no rejections because of old usage, no acceptances because of novelty alone. Note the free use of cornices—absent for decades from modern architecture and currently frowned on in doctrinaire circles as "ornamental." Note also the application of paneling—as elegant as that of a seventeenth-century French chateau. Here John Yeon combined the contemporary use of modular construction with the decorative effect of moldings.

It should be pointed out, however, that there is a definite relation between structure and (*Please turn to page* 168)



The handling of curtain hardware (right) shows how Architect Yeon gets design out of structure. A stock curtain track is mounted so that its own rounded profile becomes a part of interior panel molding.





The rhythm established by the exterior wall panels is carried right through the house. This enables Yeon to organize his interiors with ease, grace and unity, winning serenity for rooms which are unusual in size and shape.

More photographs on pages 168, 171, 194.

THE THREAT TO THE NEXT

By Elizabeth Gordon, *Editor*

I have decided to speak up.

In this issue, devoted to the wonderful possibilities for the better life in the Next America, I must also point out to you what I consider to be the threat to our achieving the *greater good* which is clearly possible for us, if we do not lose our sense of direction and independence.

What I want to tell you about has never been put into print by us or any other publication, to my knowledge. Your first reactions will be amazement, disbelief, and shock. You will say "It can't happen here!"

But hear me out. You may discover why you strongly dislike some of the so-called modern things you see. You may suddenly understand why you instinctively reject designs that are called "modernistic." For you are right. It's your common sense speaking. For these things are bad—bad in more ways than in their lack of beauty alone.

Here is the story, in its bluntest terms.

There is a well-established movement, in modern architecture, decorating, and furnishings, which is promoting the mystical idea that "less is more." Year after year, this idea has been hammered home by *some* museums, *some* professional magazines for architects and decorators, *some* architectural schools, and *some* designers.

They are all trying to sell the idea that "less is more," both as a criterion for design, and as a basis for judgment of the good life. **They are promoting unlivability, stripped-down emptiness, lack of storage space and therefore lack of possessions.**

They are praising designs that are unscientific, irrational and uneconomical—illogical things like whole walls of unshaded glass on the west, which cause you to fry in the summer, thus misusing one of our finest new materials. Or tricks like putting heavy buildings up on thin, delicate stilts—even though they cost more and instinctively worry the eye. Or cantilevering things that don't need to be cantilevered, making them cost more, too. A strong taint of anti-reason runs through all of their houses and furnishings.

No wonder you feel uneasy and repelled!

They are trying to convince you that you can appreciate beauty only if you suffer—because they say beauty and comfort are incompatible.

They are trying to get you to accept their idea of beauty and form as the measure of all things, *regardless* of whether they work, what they do to you, or what they cost.

They are a self-chosen elite who are trying to tell us what we should like and how we should live. And these arbiters have such a narrow, often ignorant, con-

Something is rotten in the state of design—and it is spoiling some of our best efforts in modern living. After watching it for several years, after meeting it with silence, House Beautiful has decided to speak out and appeal to your common sense, because it is common sense that is mostly under attack. Two ways of life stretch before us. One leads to the richness of variety, to comfort and beauty. The other, the one we want fully to expose to you, retreats to poverty and unlivability. Worst of all, it contains a threat of cultural dictatorship

AMERICA

ception of the good life that only non-human, low-performance things get their stamp of approval. **These arbiters make such a consistent attack on comfort, convenience, and functional values that it becomes, in reality, an attack on reason itself.**

"Incredible!" you say. "Nobody could seriously sell such nonsense."

My considered answer is this. Though it *is* incredible, some people *are* taking such nonsense seriously. They take it seriously because this propaganda comes from highly placed individuals and highly respected institutions. Therein lies the danger.

For if we can be sold on accepting dictators in matters of taste and how our homes are to be ordered, our minds are certainly well prepared to accept dictators in other departments of life. The undermining of people's confidence is the beginning of the end.

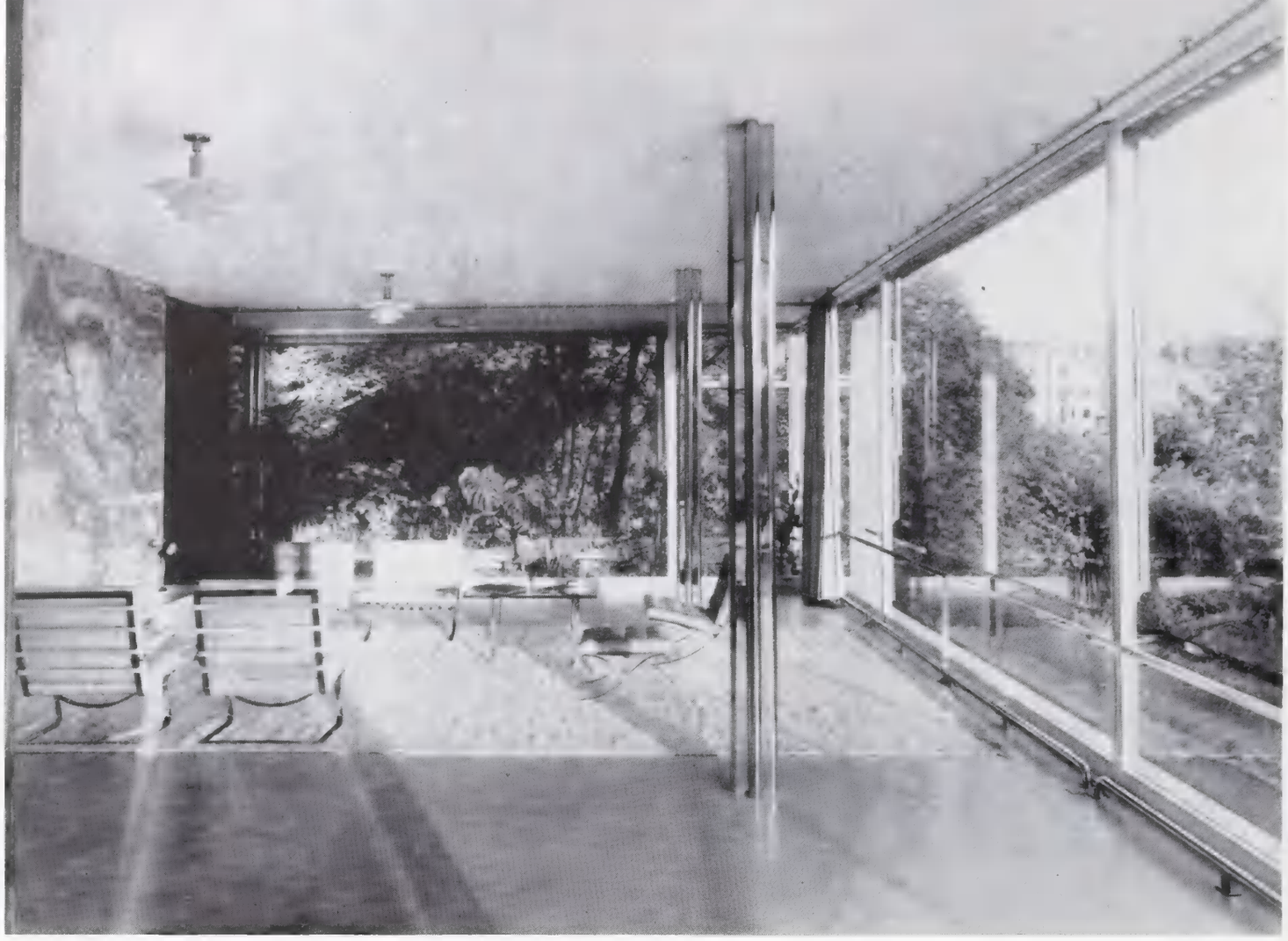
Break people's confidence in reason and their own common sense and they are on the way to attaching themselves to a leader, a mass movement, or any sort of authority beyond themselves. Nothing better explains periods of mass hysteria or various forms of social idiocy than the collapse of reason, the often deliberate result of an attack on people's self-confidence.

If people don't trust themselves and their own judgment, then they turn helplessly to leaders, good or bad. And they can only recover the good, sensible life when they recover their senses and discover again that, by and large, the ultimate hope for mankind is the application of reason to the world around us. This *re*discovery leads individuals to their own declaration of independence against the frauds, the over-publicized phonies, the bullying tactics of the self-chosen elite who would dictate not only taste but a whole way of life.

So, you see, this well-developed movement has social implications, because it affects the heart of our society —the home. Beyond the nonsense of trying to make us want to give up our technical aids and conveniences for what is *supposed* to be a better and more serene life, there is a social threat of regimentation and total control. **For if the mind of man can be manipulated in one great phase of life to be made willing to accept less, it would be possible to go on and get him to accept less in all phases of life.**

I can hear you say: "How can people collaborate for their own discomfort and frustration?"

Believe it or not, some people do, because their own self-confidence has been shaken. Not very many, fortunately, but enough so that I can clearly see the aberration growing. (*Please turn the page*)



The Cult of Austerity *is the product of Mies van der Rohe's cold, barren design (above) and Le Corbusier's International Style (below)*

PHOTOGRAPHS FROM MUSEUM OF MODERN ART, NEW YORK CITY



HE THREAT TO THE NEXT AMERICA *continued*

I can see people, puzzled by the glowing language plied to things they don't really like, becoming less nfident in their rejections of these things.

I know that architects who abhor the bad houses that e "glorified" in some of the trade journals are unilling to complain to the editors and publishers for ar their own work would be boycotted as a result.

I hear designers talk extremely critically of many of e non-rational objects that are chosen for glorification *avant-garde* museums, but who are unwilling to say e same thing in print, because they are afraid to start public fight with cultists who do the selecting.

I have talked to a highly intelligent, now disillusioned, oman who spent more than $70,000 building a 1-room use that is nothing but a glass cage on stilts.

I hear people complaining about the much-publicized airs which are uncomfortable after the first 20 minutes.

Everywhere I go I find a ferment of uneasiness among e best-informed people in the design world about the rationality of much of the architecture and design at is being praised to the skies. Even some of our ost penetrating and highly responsible critics say what ey mean *only* through innuendo and double talk—ather than openly and clearly—fearful that their own ooks will be reviewed unfavorably in the journals of is school of design.

I have examined personally many of the bad modern ouses which have been lyrically praised by the proph-ts of the "cult of austerity," and have heard their wners describe their shortcomings and dissatisfactions. Owners are reluctant to "talk for publication" until ey can sell their houses to someone else.)

House Beautiful finally speaks up to point lainly to the nonsense that goes on in the name f "good design." For, if you are aware of what happening, we believe you will be quite com-etent to handle the matter for yourself. We still perate on common sense and reason. We know hat less is *not* more. It is simply less!

We are sure, beyond any shadow of doubt, that if ou apply your own common sense to modern houses nd their contents, you can tell the good from the bad. Reason is your best safeguard from following blindly e would-be "artistic dictators." For good modern de-ign is reasonable and functional—as well as beautiful.

House Beautiful believes that the modern design ovement, on the whole, has been good and is still ood. It had to go through, in its early phases, a simplifying, cleaning-up period in order to clear the air, and begin afresh. Simplification was a legitimate goal. But if carried too far it can send us into a poverty-stricken way of life with only the bare bones of possessions.

Today good modern design offers comfort *and* performance *and* beauty. Too often people think of modern furniture and modern architecture as bleak, box-like and mechanistic. Nothing is further from the truth in *good* modern design, as you (*Please turn the page.*)

THE INTERNATIONAL STYLE

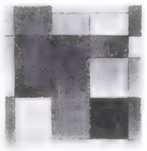
You can recognize the International Style by a *combination* of these characteristics (remember **some** of the first 7 may occur in *good* modern architecture):

- Flat roofs.
- Smooth surfaces.
- Walls that look like Mondrian compositions (rectangles within rectangles, see below).
- Cubist structures on stilts (steel or concrete).
- Favoring of stark black and white although occasional use of 2 or 3 primary colors.
- Abhorrence of ornamentation and decoration.
- Elimination of partition walls so that a house tends to be one public room with open areas for sleeping, eating, playing, etc.
- Maximum use of glass without any corrective devices for shade or privacy.
- Disregard for site and climate, whether on desert or in city with few or no protective measures against sun, heat, cold, rain.
- Emphasis on collective, block-house apartments, built according to above characteristics.

THE BAUHAUS

A school of design for poster art, architecture, furniture and the like, started in Weimar, Germany, in 1919 by Walter Gropius (now a practicing architect in the U.S.). He was replaced as director by Communist architect Hannes Meyer, who gave way in 1930 to Mies van der Rohe (also practicing architecture here). Bauhaus style is part of "International Style" (above). Bauhaus furniture design has a "clinical look": sterile, cold, thin, uncomfortable.

MONDRIAN



Bauhaus and International Stylists design houses, furniture to look like typical Mondrian compositions (left): flat, banded, carefully asymmetrical rectangles of very few colors. Painter Mondrian was key figure in Dutch school of Cubism called *de Stijl*.

THE THREAT TO THE NEXT AMERICA *continued*

see in the work of Edward Wormley shown on the opposite page. **Good modern combines the best technological knowledge with sensitive understanding of people's requirements. It creates houses that are beautiful to look at and wonderful to live in.** It is not to be confused with "clinical look" modern, which is only a part, *a bad part*, of the modern movement.

How have so many people been caught by the mysticism of this small but influential clique of modernists? Let's take a quick backward look at the history of modern design.

The modern movement started, in all innocence, with the forms developed by 19th-century America. It produced factories, grain elevators and silos—structures admirably designed for their purposes, practical solutions for their particular, usually industrial, problems. (The same period also produced the roots of our *good* modern residential architecture in the work of Wright, Maybeck, Greene and Greene, and others.)

Closely but not directly behind came the art movement of Cubism, which was born in Paris in the 1900's. In Europe, intellectual designers were simultaneously hit by the industrial forms of America—the box-like appearance of the factory, the tall cylinder of the silo, the match-box shape of the grain elevator and office building—and the similar forms of Cubist painting. They used these industrial forms as ends in themselves, as art motifs for their own designs, not noticing—probably not understanding—how they arose as practical forms solving practical problems.

Nowhere was this more evident than in a German school of design called the Bauhaus, 1919-1933, which applied Cubist principles to furniture, buildings, advertising layout, typography, etc. It is important in our story for two reasons: Its influence has been widespread and two of its former directors now practice in the U.S. Walter Gropius and Mies van der Rohe came to the U.S. in the late 30's. Gropius, until recently, was head of the Harvard School of Architecture. Mies, as he is known, is still director of architecture at the Illinois Institute of Technology.

Thus the rational and functional forms of American industrial architecture took a trip to Europe where they became an intellectualized philosophy of design for furniture, buildings, and much else. And they returned to America, divorced entirely from their functional roots and rationality. This branch of modern is called the "International Style."

Thus, **form became separated from function and purpose, and became an end in itself.** And the forms this stylistic school admires so much are nothing but Cubism misapplied—misapplied because a three-dimensional thing can't be created by the same standards as a two-dimensional thing.

(For more detailed explanation of how Cubist art affected architecture and furnishings, turn to page 240).

In other words, **these International Style designers are much more concerned about appearance than they are about performance. They are more interested in the façade of a house than they are in how well it functions for its owners.** They apply the canons of Cubist painting to everything they handle: chairs, desks, chests, gardens, or houses. The highest praise they give an object is that it is like a Mondrian painting. Their work is a school boy's exercise in cubes and rectangles. Their chairs are meant more to be looked at than sat in. And when they get "practical," they design a molded chair (*Please turn to page* 250)

The beautiful and the practical are available today

The answer to bad modern design can be only good modern design, as shown on the page opposite in the work of Edward Wormley for the Dunbar Furniture Co. The design of Mr. Wormley clearly flows from his understanding of the past and his feeling for the present. He is not trying to shock with novelty or impose arbitrary forms regardless of comfort or performance. He combines a real functionalism with a sensitivity for materials and human requirements. He relates his furniture to the best modern architecture: light-weight, look-through pieces to stand against glass walls; designs that complement built-in storage. He uses materials soundly and elegantly. In good modern design, such as this, there is livability, beauty, and individuality, the richness of variety and real human warmth.

PHOTOGRAPHED BY BERT STOLLER





In the Next America nearly everyone will cook like a connoisseur

Today the fastest-growing personal art in America is cooking—particularly meat cooking. *Here are two superior charcoal arrangements in our 1953 Pace Setter: a horizontal barbecue and a vertical-fire rotisserie*

By Virginia Stanton

You may not know it, but you are entering a new era. We are becoming a nation of cooking connoisseurs.

We are cooking better, and talking and thinking about it more. The growing sales of cookbooks show it. Herb sales have increased about five times since the war. Esoteric novelties that used to be found only in fancy groceries are now stocked in supermarkets. But the most arresting of these statistics is that sales of rotisserie-broilers jumped ten times in the last year. Why all this sudden interest in rotisserie cooking? I've been a rotisserie cook for years, so I can tell you why.

Cooking on a rotating spit or rotisserie is high gourmet cooking. It produces moister, less dried-out, more flavorsome food. It increases your repertoire with meats, fowl, fish, and shellfish by about 300 per cent. It lets you produce food as good as the great chefs of the past achieved. Besides all this, it's fun.

Summer barbecuing, over a horizontal fire, taught us how much better meat tastes when cooked with the radiant heat of charcoal. But it also showed us there are other adventures in radiant cookery that ought to be explored—the most exceptional being spit cooking. As a result, lots of people are becoming "rotisserie-mad."

I think there are five advantages of the rotating spit: Meats do not dry out, and finish up filled with (*Please turn the page*)

COLOR PHOTOGRAPH BY WILLIAM HOWLAND

Charcoal cookery is too wonderful to give it up in the winter. People are building in rotisseries and horizontal barbecues as permanent parts of the kitchen. In the West, with low-humidity climates, permanent arrangements are feasible. But in the East, with high humidity summers, charcoal cooking must move outdoors, so arrangements must be portable. In our Pace Setter kitchen, the vertical-fire rotisserie moves off the counter onto a rolling cart, to go out to the terrace or porch. For the details about this new kind of cooking counter turn to page 259.

In the Next America nearly everyone will cook like a connoisseur

continued

juice and flavor. Foods do not shrink but actually tend to swell. What juices do drop out can be caught in a pan and used for basting. These juices can be used as a vehicle to carry other seasonings. The basting juices left in the pan at the end of the cooking make wonderful foundations for sauces.

All of this is so only *if* the fire (or heat) is *beside* or *above* the food. If the fire is under the food, the juice falls into the fire and burns up. Obviously, then it cannot be used for basting or sauce. Furthermore, if it is burned up, it puts a burned taste on the meat. (If you like the burned taste, then you should cook on a regular barbecue over a horizontal fire. But that's only one form of radiant cooking, remember.)

A rotating spit is best married to a vertical fire or an overhead fire. If I sound like a broken record, saying it over and over, it's because **where** the fire is is the crux of everything—that and the rotating.

The rotating is one of the reasons for the moistness. The juice and basting fat run round and round as the meat turns, sealing in the inner goodness. It creates a kind of perpetual wall of (*Please turn to page* 170)

See more rotisserie cooking equipment on page 232.

5 Reasons Why

Rotisserie Cooking is Better

1. Because meat is "sealed" behind a rotating wall of its own juices (or bastings) and does not dry out.

2. Because so little juice is lost all the flavor stays inside.

3. Because those juices that *do* drop out can be used as bastings.

4. Because you can put herbs, shallots, etc. in the basting juices and produce hundreds of taste variations.

5. Because the drippings (and bastings) can be used to make wonderful sauces.

PHOTOGRAPH BY MAYNARD PARKER





The rotisserie in the Pace Setter house moves out of the kitchen in hot weather onto a stainless steel cart, for use outdoors on the terrace. The numerous attachments that help you cook anything from spareribs and squabs to hamburgers, fowl and rib roasts are stored under the counter, along with the charcoal. Sterno is used to ignite charcoal, which eliminates paper and kindling.



The Next American House is not new

■ For this issue we wanted a fresh, unbiased report on how the "Next American House" looked to an outsider. So we sent out on a nation-wide tour one of the keenest observers in the journalistic world, Wolfgang Langewiesche. Mr. Langewiesche is not an architect or artist. He is by background a man of aviation and has written much about the air, including weather and Climate Control. He has recently spent much time flying in remote parts of the world as correspondent for a general magazine. This was his first writing assignment in America after two years abroad, and his report reflects the detached interest of a person who is looking at America anew.

HOUSE BEAUTIFUL does not endorse his interpretation in all details. We think he puts the American house into somewhat of an economic and stylistic strait jacket. We are confident that there will be a richer variety in the "Next American House." But despite such points of disagreement with him, we think his report will be of interest as he has written it.

It has been emerging, bit by bit, for a long time, making its appearance in varying degrees and at different rates of speed in various parts of the country. How much you know about it depends on where you live and how much you travel and what homes you get into when you travel. Unless you see with your own eyes, you may think the home magazines are exaggerating the extent of change in our home building.



THE NEXT AMERICAN HOUSE

by a man who's going to build one

By
Wolfgang Langewiesche

Is your dream house up-to-date? Mine wasn't, and that could have been serious. Because, if a man has an old-fashioned dream house in his mind, he could easily build himself a real house that's 40 years behind the time the day he moves in. Happens to people all the time!

Different times need different houses. They need them just as they need different clothes, a different marriage, different laws, and even a different translation of the Bible. But a lot of things would trick you into building, in the 1950's, a house that would have been good in the 1920's. Chief difficulty: Everybody is always way behind the times in every field but his own, except, of course, where he has made a special effort to get up-to-date.

I have just made that special effort. I went on a tour of some of America's most advanced houses. I didn't look at them as works of art. (They all were, of course, but some of them more-so than others.) I looked at them as a man about to build. I asked: What's the trend? How must I build my house so I won't get stuck with obsolete equipment? So it will still be good in, say, 1980?

I made two exciting discoveries. 1. A New American House is coming up. It's no longer groping, experimental; it's a clear-cut type. 2. This new house-type is not simply a fad. When you look through such a house, your main impression is not: "Gee, this is cute." What's "cute" today may be silly five years later. My main reaction was: "Yep. This makes sense."

It makes sense because it is designed by our times for our times. It's designed around, by, for the automobile, the radio, the big city, union labor, elections, the income tax, a war, a depression, a boom, and numerous revolutions; in short, the

great social forces of our time.

That's what makes it new. That's what makes it good.

Here, for what it may be worth to you, is my report.



The new house is small

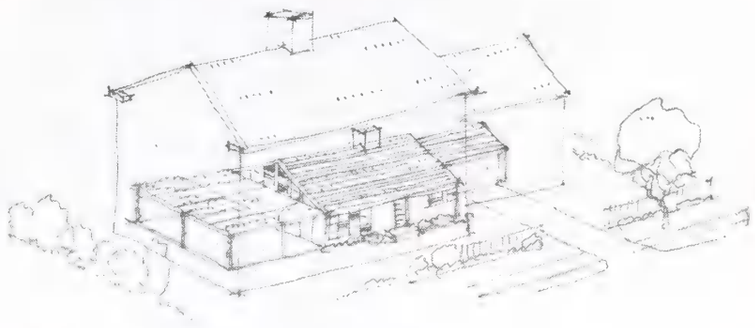
With the high cost of building and high income taxes, it's got to be small! But it is small with conviction, and with a flair. It *prefers* to be small. Even the "big" house is getting small. I saw one that cost over a quarter million dollars. It had four rooms. I saw a sixty-thousand-dollar house: two rooms and bath.

Loaded with extras

It gives people not simply space, but space *equipped*. What an ad you could write! "Loaded with Features: radiant heat, freezer, dishwasher, washing machine, clothes dryer, indirect light, planned storage, insulation, mechanical garbage disposal, incinerator, attic fan, radiant heat in terrace, insect-repelling lamps, electric fly traps, double glazing, snow-melting cable in driveway, microphone for listening to baby's breathing from living room, built-in sound system, automatic dog-door, television antenna." You can now sometimes hear a snobbish snicker: "The smaller the shack, the bigger the TV antenna." But of course it really works the other way round: more antenna, less house. And, actually, all Americans are tending to choose that way—more equipment, less crude space. This makes sense—deep, fundamental sense.

Behind it is an American idea, a twentieth-century idea about the house: efficiency. People now think of a house as a thing that must *work*, no longer simply as a thing that merely *is*. This connected up in my mind with that famous collection of old coaches in Lisbon. There, you could see how a thing developed before "efficiency" was a clear idea. Those coaches got no faster through the centuries, nor better sprung; they merely got bigger, and gold-painted, and loaded down with cupids and mirrors and silk curtains. And as they got still bigger and more unwieldy, they got slower! You are supposed to enjoy the artistry and admire the cupids and all that, but I couldn't help thinking: boy, oh boy, Your Royal Highness, what fun you could have had in a Model A Ford!

Well, that shift from royal coach to automobile has now hit the American house. In the last analysis, it isn't really the money angle that makes our houses smaller. It's the mental habit of efficiency. Other people have built artificial mountains—the pyramids—to accomplish nothing more than to bury a dead king. But we are the people, and these are the times, that want to get bigger results with smaller means. "Bigger and better" is the amateur's way of bragging; "smaller and better" is the engineer's.



We build small dams to make big lakes, small engines to develop big power, small airplanes to carry big loads fast, small cameras to take big pictures. The new American house is, you might say, a Leica.

The most striking example I saw was the house of Mr. and Mrs. Robert Stanton in Carmel, California. This has been fully written up in HOUSE BEAUTIFUL in July, 1949. Just in case you missed it, here is the story in the baldest terms. These people (wealthy, social, in the swim) looked at their 16-room house. They looked at the staff it took to service

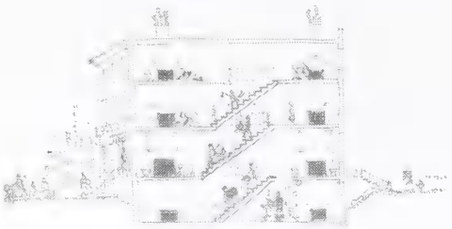
(*Please turn the page*)

it; at the space it took to house the staff, at the additional staff it took to service the staff; at the time and fuss it took to manage the whole show—and they saw it *was* a show: a Royal Coach. They went and built themselves a one-room house! Well, maybe not exactly. There are also a dressing room and bath, a kitchen with "utility porch," a wing with three rooms for three children, and a carefully thought-out storage set-up that reminds you of a stockroom. But essentially these people live, sleep, dine, and give famous parties—all in that one magnificent multipurpose room. And it works just fine!

That's the new smallness.

No servants

Indoors, one social fact dictates all design. There are no servants. Such as there are may quit tomorrow. The relation between "Servant" and "Master" doesn't feel right any more in this democratic age. In Texas, there is a factory where every worker operates, on the average, about $50.000 worth of plant. How can domestic work compete with *that?* In San Francisco, a lady said: "Back East, women are still kidding themselves. Out here, we have made up our minds: you can't get a maid." A Texas lady said: "We have a very reliable woman." "Oh, have you?" "Yes—Me! Ha-ha-ha!"



No stairs

How *that* makes people redesign their dream houses! Look, stair-climbing is the hardest work known to man, harder than chopping wood. The hardest-to-work house ever designed is the British townhouse: kitchen in the basement, fireplaces on every floor. It was ruthlessly a servant-house. One look at it and you understand why the social class for which it was built is being so coldly abolished. They may have been the finest flower of British civilization, but nothing is worth all *that* stair-climbing! The new American house is the exact opposite; it is flat, just as our class structure is flat. No upstairs; not even a "sunken living room," certainly no "split-level" just for the cuteness of it. The Mrs. will curse even a single step up or down. Access for cars direct to the kitchen door;



no hauling, lifting, package-carrying. Fireplace? Sure you want one—for your soul. But who brings in the wood? Who takes out the ashes? *You* do, brother. Right away you quit worrying about the design of the mantelpiece, and start engineering. How close to point-of-use can the truck dump the firewood? How about some easy dump for ash-removal?

That is the sort of reasoning that shapes the new American house.

No front

But what does it *look* like, this new house? Is it "modernistic"? Colonial? Monterey? Tudor? "ranch house"? I won't say. This house ought to build up in your mind from the inside out. Besides, Style is not my field. My field is Sense. One thing, though, you have to know right now. This house has no Front. Neither has it a Back. And this, too, makes sense.

By "front," I mean the face the old house turns toward the street, toward the



public, where it expresses something—mostly wealth, culture, social standing,



The new house faces away from the street; its main rooms, with their big windows, face south, because that's the scientifically correct exposure. They look out on a fenced-in yard, a little private world designed for living, not for show. The street can't see it. Toward the street, the new house is impersonal and noncommittal. A carport, perhaps a parking space. an entrance door. That's all. The rest is masked by a fence, a hedge —somehow, your eye slides off.

No airs, few graces

All this makes sense because it's simply today's manners, translated into architecture. Why be impressive? Look at the way we pass one another in a city street. We don't bother to be friendly, or hostile either, to ask who be ye, stranger, or to explain ourselves. We're impersonal about it. That's city life; and we are becoming city folk. Besides, what should the house express? Respectability? Today. everybody is respectable. Or really—nobody is, in that old stuffy sense. Income? Look at the graduation of our income tax rates—the people clearly are hostile to big incomes. Social standing? Today, it is good manners to ignore class distinctions even where they exist. Rank? The boss calls people by their first names; he loves to be called by his. It's only manners, of course; oil for the social machinery. It doesn't fool anybody about who's boss. But it comes from deep changes in the feeling people have about people. And the house reflects this.

And if the house does not look "inviting" from the street—well, are you inviting the street? The street has changed. It used to be quiet. except for the clippity-clop of a carriage; and friendly. Neighbors were friends, friends were neighbors. Now, the street is noisy. full of fast-driving strangers, dangerous for children and dogs. Neighbors come—and shortly are transferred to Chicago. (The mortgage people estimate that people keep a house no more than seven years.) At the same time, telephone and automobile have extended the neighborhood. Today, one's real neighbors may live 30 miles, 100 miles away. I admit the good old-fashioned neighborhood feeling is still strong in many communities, but you'll admit that this is the way our social climate is changing. And the house follows—with a time-lag—the changes in the social climate.

No front door

The new house also scrambles the traditional entrance arrangements. The old distinction between a "gentleman" and a "man." a "lady" and a "woman" doesn't seem so important any more. Neither, therefore, does the distinction between front and back door. Especially since there may be no servant to answer the front door in style. Also, meanwhile, the house has developed a third entrance: the door or doors between house and garden. Family and friends. in actual American practice, go round the house, yoo-hoo once, and walk right in! So front and back door tend to be close together, or



even become one. That quarter-million-dollar, four-room house I've mentioned had parking space for 20 cars. It didn't bother to have a front door! In another house, the owner said: "We put this front door in for my mother-in-law. She thought it wasn't right to step from the car through the garden right to the dinner table. But now even she never uses it."

The garage arrangements also are

(*Please turn the page*)



By the time a trend reaches the speculative building field you can be sure it has become well crystallized at the custom-order level. For a house, built for an unknown buyer, needs very common-denominator characteristics. This one has many of the trends Mr. Langewiesche found on his tour.

This house shows the dawning realization that glass must be used right if it is used at all, and that outdoor living must be private or it is intolerable. Here the big glass areas face not the street but south, and the garage is used to screen the living terrace from the street.



ALL PHOTOGRAPHS BY

The next American house

continued



changing. Why drive into a garage and then walk around (maybe carrying packages, maybe through rain) to the front door? Or why do as so many people do in practice—wiggle into the house from the garage through the kitchen? It means the stately front door is having to get practical and go to work.

"We have just found out," said a Texas builder, "that most people nowadays come and go in a machine called an automobile." He had combined carport and entrance door so the owners could drive up and leave their cars right at the front door. Made sense to me.

No den

Let's get on the inside of this new American house. Most likely it will have one big room for all daytime activity, instead of being cut up into little spaces labeled "dining room," "library," "den," etc. Why? Because it's more efficient. And

(*Please turn to page* 143)

The next American house is emerging even in the built-for-sale field. This one (1560 sq. ft. for $29,500) has many of the new earmarks

A generous-size living terrace well-placed between kitchen door and living-room door adds a part-time room to this house. It is made private from the street by an adroit placing of garage and a handsome fence. Chimney was used to develop an outdoor barbecue. Terrace is furnished like a living room. Furniture can stay out, but tiny pads need protection. Furniture, Troy Sunshade.



Furno and Harrison, Architects

B. Altman and Company, Decoration and Furnishings

Alex Godwin, Decorator

Dalsimer, Inc., Landscaping and Plants

House on exhibition daily from 10 A.M. to 6 P.M. until May 15. On Route 25A, Syosset, Long Island, N. Y.



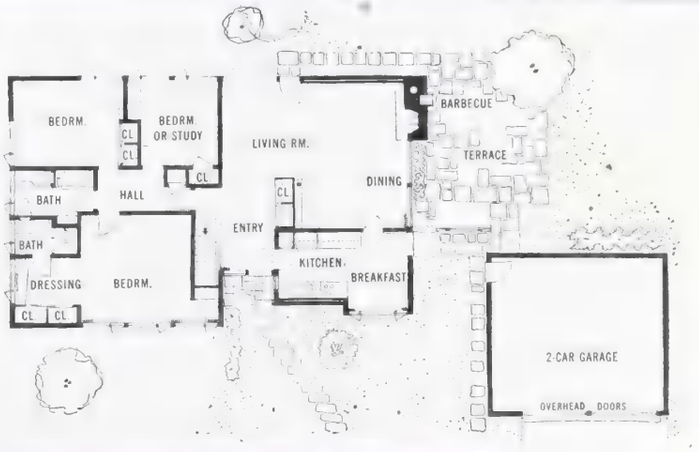
The next American house *continued*

because efficiency is so strong an idea in us that you could almost call it an American instinct. It was not always so strong. Look at a house 50 or 100 years old, and your main reaction is: Well, for goodness sake, didn't those people see how wasteful this layout is? Now, with building costs at $15 a square foot or more, modern Americans can't help asking: how many *hours-per-day of use* will this space deliver? A dining room, at three hours a day, stacks up poorly. So do "library," "den," etc. It is much more efficient to load up one big, glamorous room with different activities at different times. In this way, efficiency leads to a scrambling of traditional room functions. Pop gets no "study," but instead he gets a desk in the bedroom. This gives him a chance to evade a teen-age party. At the same time, it gives the bedroom more hours-per-day of use! And what do you call such a room? Whatever you like.

(Please turn the page)



Rooms that flow together, half-high partitions that let the eye follow the ceilings through into further spaces and rising ceilings create a sense of much more space than really exists. Bulky furniture is placed flat against walls.



PLAN DRAWN BY VINCENT FURNO

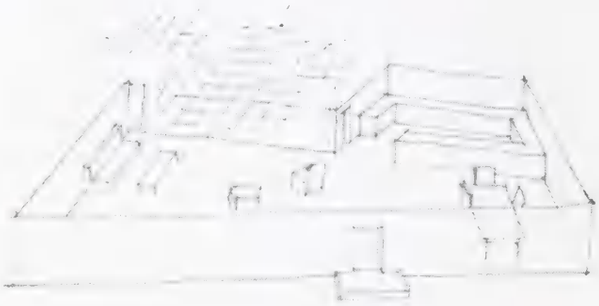


"The kitchen with a view" is no idle dream. Kitchens are clearly getting more ideally situated and more beautifully decorated. High-style materials of great practicality are abundant. Wall, covered with Wall-Tex, is an example.

More information about this house on page 211

The next American house *continued*

And anyway, this one-big-room agrees with an American feeling about houses.



An American family keeps all the doors open anyway, and so converts any house into a one-room affair. European visitors notice this. They don't like it. They find the American house spiritually drafty. But for Americans it makes sense. It ties in with a personality trait that is more highly developed and more highly valued in America than elsewhere: the ability to get along with people, to "cooperate" in groups where there is no clear-cut authority, to "adjust" to a social situation. This is a priceless ingredient in American politics: it's highly valued by the big corporations; it keeps the economic system from getting too hard on little fellows. Well, in a house with all the doors always open, you need a lot of this whatever-it-is! And growing up in such a house, you're bound to develop a lot of it! So the house expresses a personality trait demanded by the times, and at the same time fosters it.

The carpet on the ceiling

This big room is a little different in feel and looks from what we're used to. Here comes the servant again who isn't there. The first time a husband has to help clean house, 100 to 1 he says: "We ought to have a floor that I can wash down with a garden hose." Well, people can talk through their hats only so long. Finally someone goes and does it. I saw one floor that actually does get hosed off: and many floors that were tough, waterproof, stainproof, child-proof, cigarette-proof, everything-proof.

And the carpet? Don't look now, but I think the carpet is going on the ceiling. People miss the sound-absorbing effect of a carpet. They discover that acoustics can make a room unrestful, irksome, public —or soothing, protective, private. With bare, hard floors and big glass areas, a room is likely to sound harsh. So now the ceiling is put to use. It is covered with sound-absorbing material. In one house I saw, a patch of such material on the ceiling was done in different color, and therefore acted carpet-like also for the eye—I mean, it put an accent on one part of the room. In another house, I saw actual carpeting (at least, actual textile material) laid on the ceiling, between the rafters! In still another, the top part of the walls was padded with a thick, quilted material — I'm not sure I liked the looks of it, but I liked the sound. In two houses, the architect, to get a ceiling of the right color, texture, and sound, had invented and manufactured his own material.



That's how seriously people take this sound-control angle. It is of course especially important for the all-in-one room —in fact, sound-control as another "gadget" added to our gadget-laden house may make possible a much higher utilization of space.

And that may be important because—hold on to your hat—it looks as if we might want to do our cooking in the living room!

No kitchen

This is the prize example of how the house follows the times. Our present standard kitchen is itself a follow-up. Go back to 1900 or so. Doctors have just proved, in one of the great bursts of Science, that "bugs"—bacteria, viruses, parasites — cause, or are, most of the dreaded diseases of the time. High-pow-

ered antiseptic cleanliness is born. Efficiency experts, stop-watch in hand, have proved that men's efforts go mostly into wasted steps, searching for tools, all sorts of fumbling. Henry Ford and others soon arrange factory work for easy reach, no waste of step, no lift, no stoop, no grunt, no fumble—and men's productivity rises fantastically. Scientific industrial efficiency is born.

Of course, people had been clean before 1900, and they had been efficient before. But those had been personal virtues. Now they became simply Modern Methods and driving ideas. And, sure enough, the lowly kitchen presently became as clean and white as a hospital laboratory; and as efficient as a factory.

To millions of women all over the world, that is today's ideal kitchen. Their only question: how to make it more-so. But times have changed. That kitchen is now obsolete. Because look who is the worker in this sanitary dinner-factory: why, Madame herself!

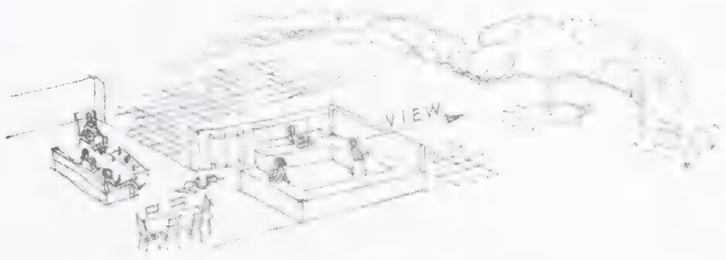
How changing times can make a house ridiculous

And that changes things. That's how a change in the times can make a perfectly good house ridiculous. Running a house designed for servants in a servantless time, a woman is forced, a dozen times a day, to perform a silly trick. She acts out the role of her own servant. She ducks out of sight, works the factory a while: then she pops back in, slightly flustered, and is the lady of leisure again. Just when her husband comes home from work, she's being the cook. Just when she has company, she has to do her quick-change act extra often, and it is no fun.

"Why bother?" people are now beginning to say. The "company" at their own house have no servants either! Why not take out the kitchen wall, talk to people while you cook, and generally relax? Fact is, for all our big talk about American womanhood, we're putting the American woman right back into the kitchen. And the problem now is how to make the kitchen a place fit to be in. In the houses that lead the parade *now*, that's being done. The kitchen is drawn into the rest of the house and becomes a "Living Kitchen."

A kitchen with a view

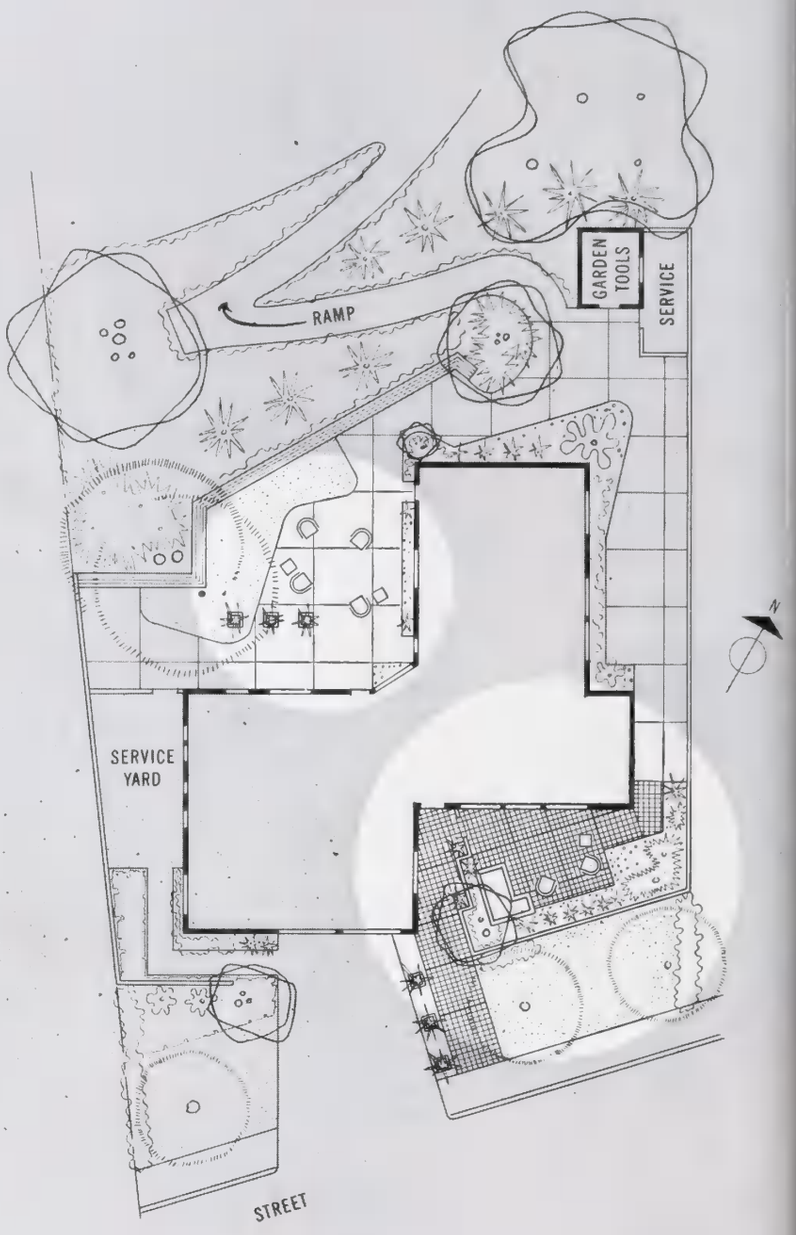
This "Living Kitchen" means more than merely to knock out a wall. The cooking area has a view; it is not only



part of the living room, but also borders on the porch or terrace. Idea—to let the housewife come back from exile, let her cook leisurely and at the same time talk with her guests and/or watch her children. This topsy-turvies conventional floor plans which separate "Service" from "Living" section.

The kitchen part of this living kitchen also changes. Those hospital-white refrigerators, cabinets, ranges look wrong in living quarters, and must take on the colors and appearances fit for a living room. The industry, sensing a trend, has begun to make equipment in colors. Or people paint their own. Electric incinerator, mechanical garbage disposal, dishwasher, etc., everything that reduces messiness, now becomes vital equipment. Crucial is the exhaust fan that takes cooking odors off before they spread through the room. (It works if the intake is close enough to the spot.) Best anti-mess equipment of all is, of course, the American food industry, which today delivers meats, poultry, fish, vegetables all cleaned and cut and ready for the pot. (In such ways, too, the house is part and parcel of its time.) But even so, the cooking area needs a boundary that stops the eye and keeps junior's ball from falling into the soup. This is usually a counter, also used for serving quick meals with least fuss. So after X decades, the efficiency of the

(*Please turn to page* 200)



Little land

+

Little house

+

Little maintenance

= Luxurious Living

The American home is one well-planned unit of building and garden, where life develops easily and fully, indoors and out, in privacy and individuality





With traditional planning, this finely conceived 18′ x 25′ garden-room would be only a postage stamp of a front lawn, open to the view of every passerby. Here a fence (below) screens it from the street and makes privacy and personal life completely possible. Good design and thoughtful planning give this garden permanent and structural beauty despite a minimum of expense in plants or maintenance. Study plan for service yards and work shop. The plot dimensions are only 80′ x 104′.

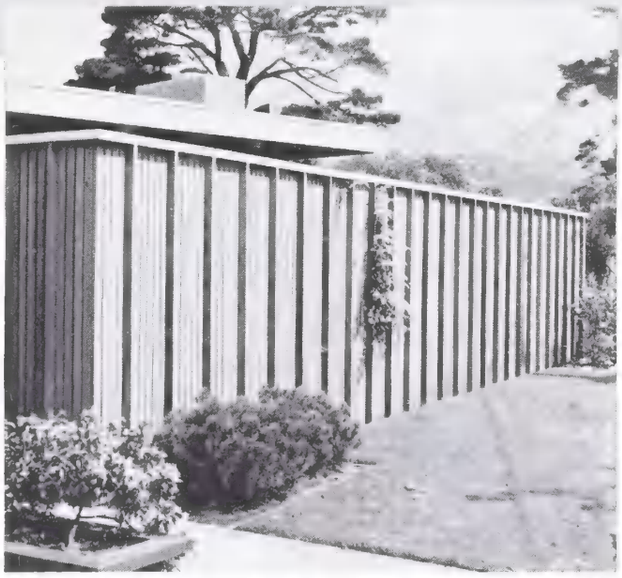


Garden designed by

Osmundson & Staley Landscape Architects

Mr. and Mrs. R. H. Logan Owners

Luxury is "a mode of life characterized by material abundance." Here a little land, a little house, and thorough planning add up to abundant living as luxurious as on many an estate. Count the material blessings: front yard and back yard terraces, two service yards, work and tool shop, beautifully designed pool and rich textural details, handsome fence that also guarantees privacy, full use of all the land, ease of maintenance. Now consider the intangible but equally real blessings: beauty, comfort, function, individualism, contact with sun, air, space, and living things. A good landscape architect can guide you to luxury, and he can do it on a small lot and on a small budget.



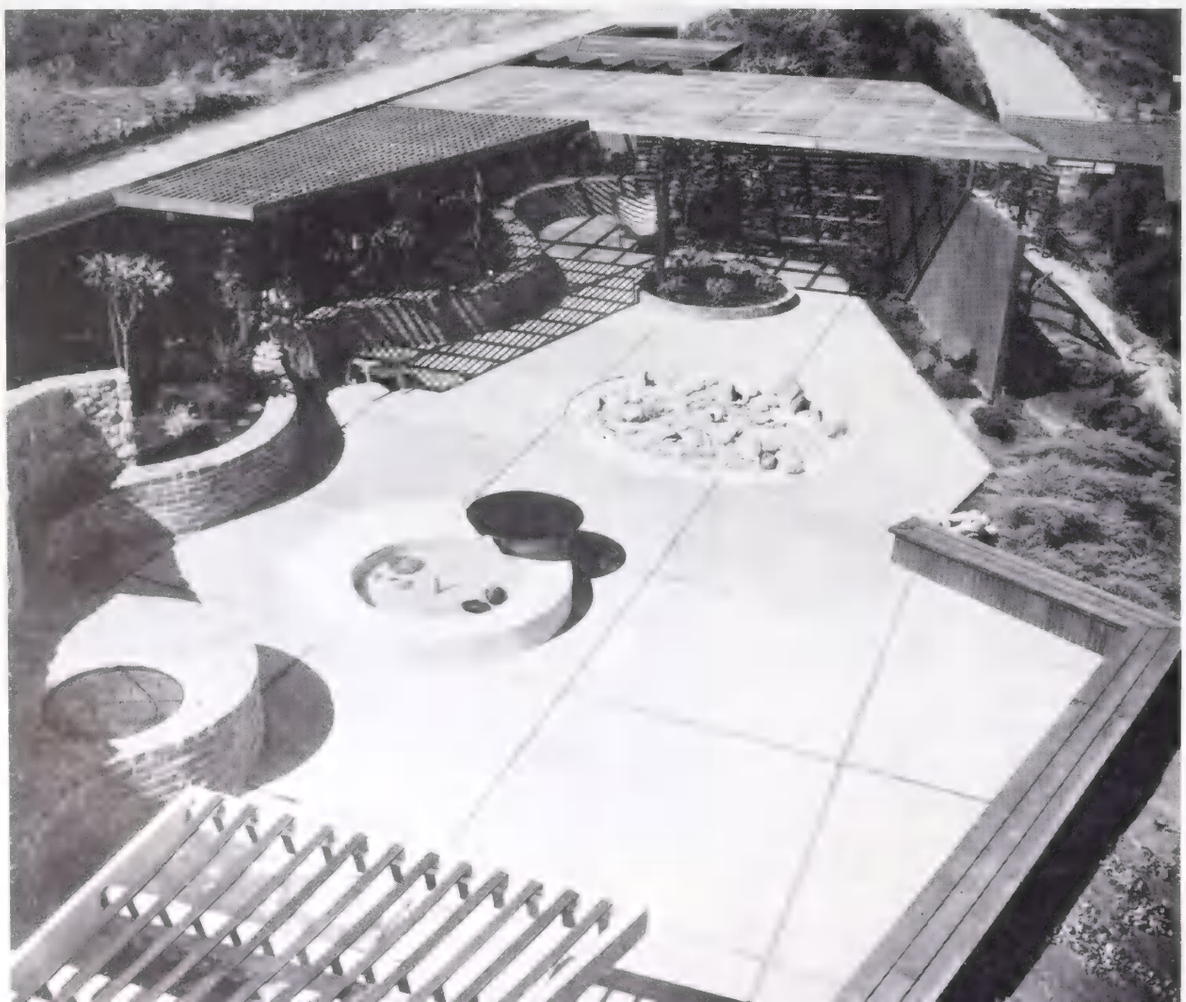
More about the back-yard terrace on page 167

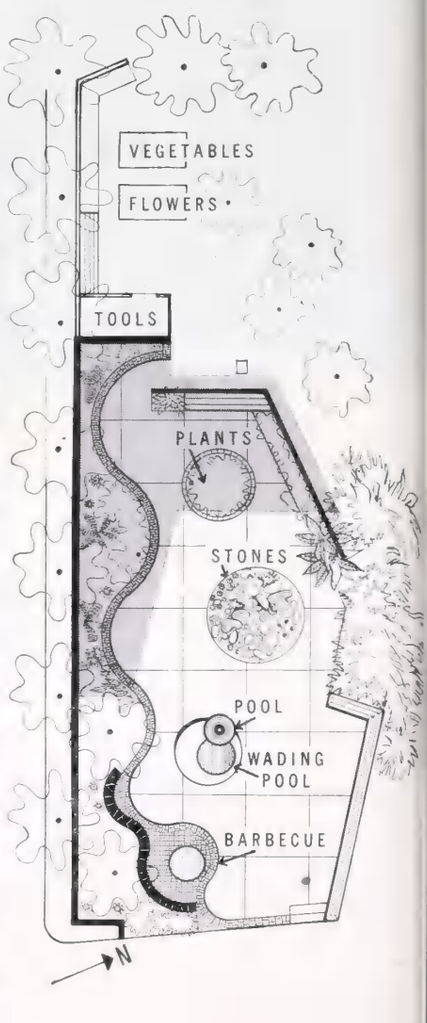


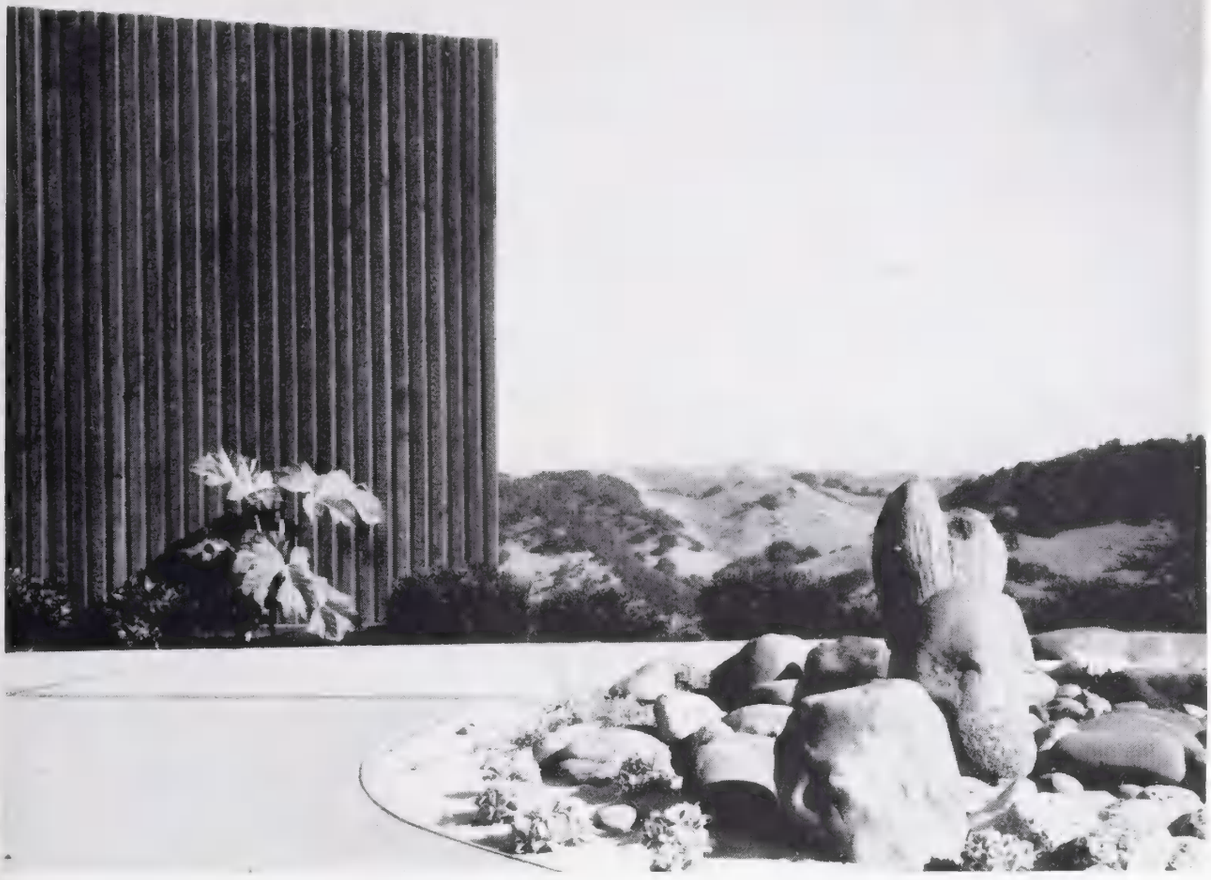
The Garden of the Next America is an Outdoor Room

It's furnished with plants, of course, plus stone, wood, concrete, water, texture, and the

By Dr. Joseph E. Howland
House Beautiful's Garden Editor



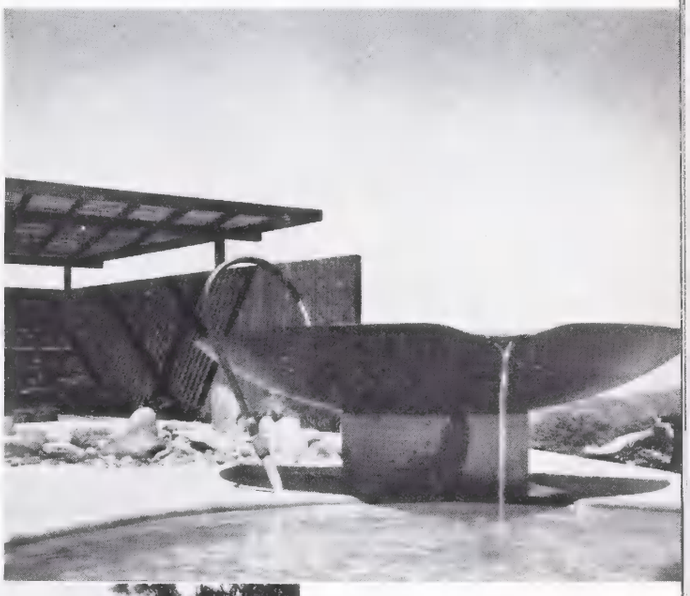




Dr. and Mrs. Wayne Caygill,
Owners

Lawrence Halprin,
Landscape Architect

deliberately-planned, dramatic play of sunlight and shadow



American garden design, like American life in general, is never static. The last big change in garden design followed the plant-hunting trips to England, then the center of gardening. (Previously we had gardened like the French—formally and with very few kinds of plants.) We returned from England with the idea that we should have a lavish display of varieties of plants. As a result, our gardens became so big and required so much upkeep they got out of hand. Today we have a new conception of gardening, because we have a new, expanded conception of living. Our gardens are designed for living, not for display. They are outdoor rooms, complete with walls for privacy and paving for floors—and like the indoors, they are planned for servantless upkeep. Our gardens keep pace with our social history.

The roofless room (*Please turn to page* 174)



PHOTOGRAPHS BY ROBERT PARTRIDGE

←

Add a magnificent room to your house for the price of a new car. Get what you want without driving through Sunday traffic. Here a big (25′ x 60′) living-garden room gives its doctor-owner exactly what he sought: relaxation and recreation (the poured concrete, selected and brought home river stones).

A new species of furnishing

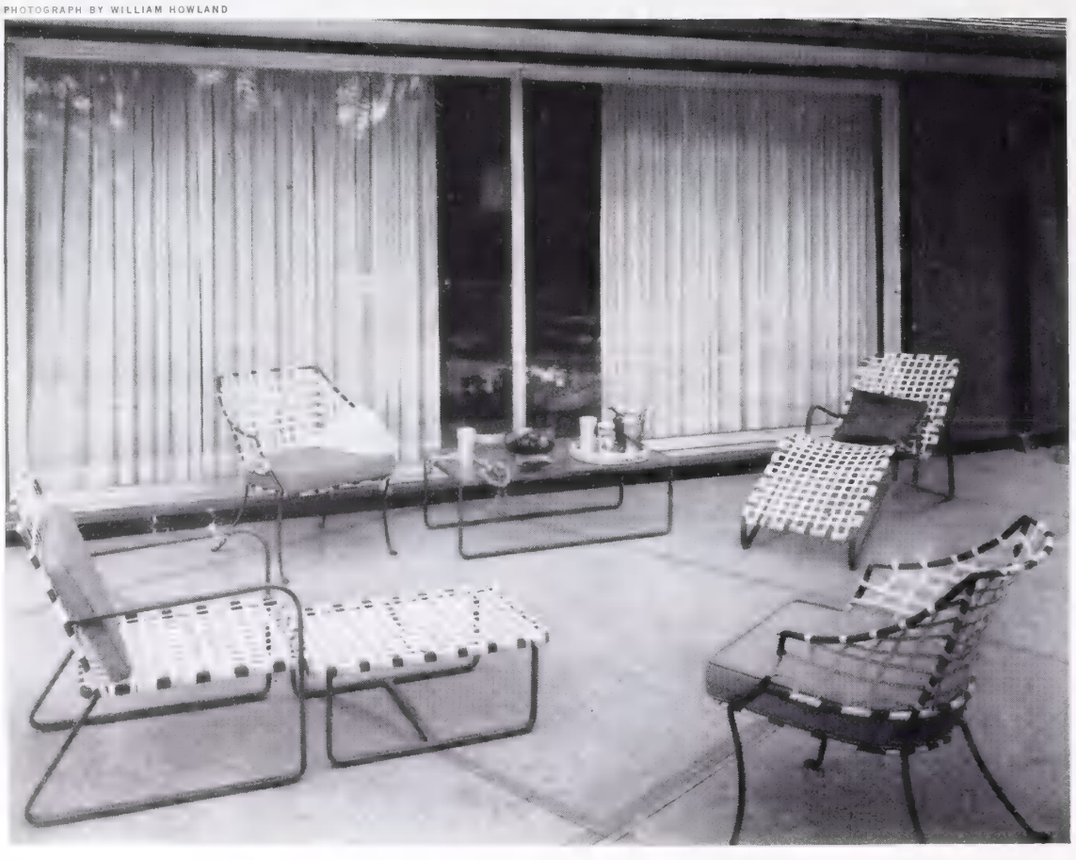
is appearing:

Indoor-Outdoor Furniture

By Laura Tanner

As gardens become extensions of our indoor rooms, clearly discernible changes are taking place in what used to be called "outdoor" furniture. More polished, more refined, more high-style, more practical than ever, it is now being designed with the same concern for detail, color, and appropriate scale to its surroundings that we take for granted in our indoor furnishings. Much of it is usable inside or out. All of it indicates a growing trend—the outdoor area furnished with the same finished perfection and comfort as any fine room indoors.

PHOTOGRAPH BY WILLIAM HOWLAND



As outdoor and indoor livi areas merge, outdoor furnitu seen through glass walls mu look consistent in design wi that you see indoors. Hence t graceful styling of pieces li Brown-Jordan's weather-tou vinyl-laced aluminum "L sure" group shown at left.

PHOTOGRAPH BY ULF

The new kind of outdoor-i door room is one of the reaso why a new kind of furniture coming into existence. Roo like this one in Dallas—porc like in architecture, open y sheltered—call for furniture living room caliber with ov tones of garden airiness. Arc tect, Byron Simonson. Rat furniture by Ficks Reed, d signed by John Wisner.



Indoor-outdoor furniture *continued*

PHOTOGRAPH BY MAYNARD PARKER



PHOTOGRAPH BY EZRA ST

Custom-made with the perfectionist workmanship of the finest living-room furniture, these plastic-upholstered iron pieces are weatherproof in a new way. William Haines designed them to have no rain-trapping welting. Instead, plastic is smoothly stretched over seats and backs, then neatly hospital-cornered at the edges so rain runs off. Garden of Mr. and Mrs. Tom May.



This new kind of furniture combines grace with inherent practicality, so it's as welcome inside our servantless houses as it is outside. Van Keppel-Green's cord-wrapped metal pieces can be hosed down along with the patio. Armchair, far right, is covered in woven yacht cord that simulates caning. Home of Mr. & Mrs. James Cox, Miami.

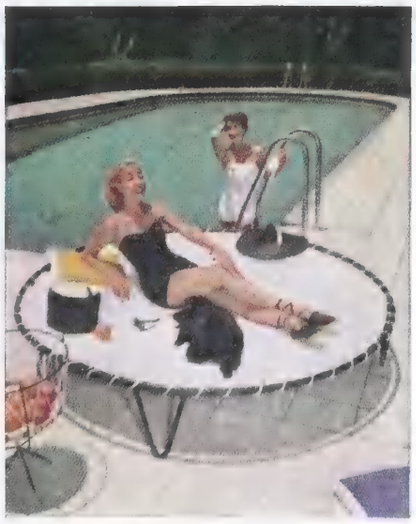


PHOTOGRAPH BY ERNEST BRAUN

GARDEN DESIGNED BY LAWRENCE HALPRIN

Landscape architects, aware that nature is so big and furniture so small in scale, deliberately design garden furniture in the same bold scale as the outdoors and house, translating an interior decorating principle to the open air. These stout redwood and canvas pieces were designed by Eckbo, Royston, and Williams. Home of architect Rebecca Esherick.

PHOTOGRAPH BY FRED LYON



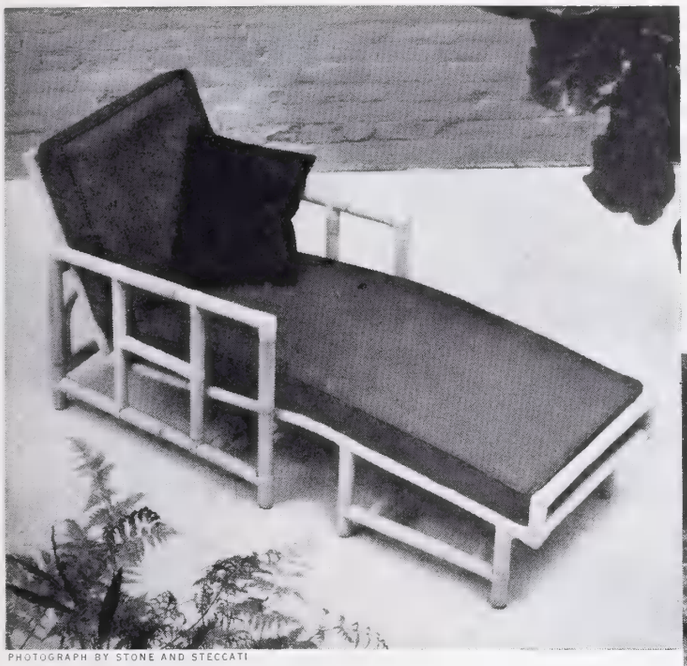
For sun or a child's playroom. W. Wes Williams's 6-ft. steel-frame canvas circle.



Open mesh rattan, a suave new inside-outside design by Peter Rooke-Ley for Otto Gerdau.



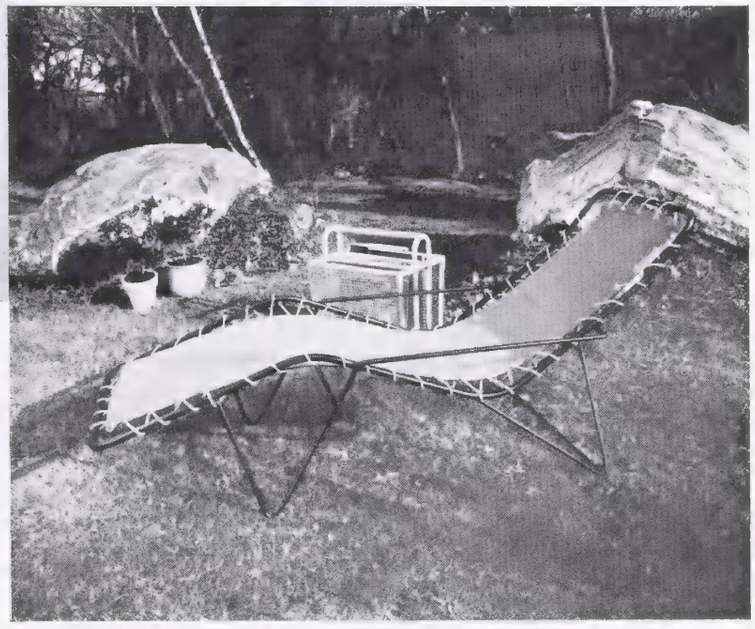
Indoor-outdoor furniture *continued*

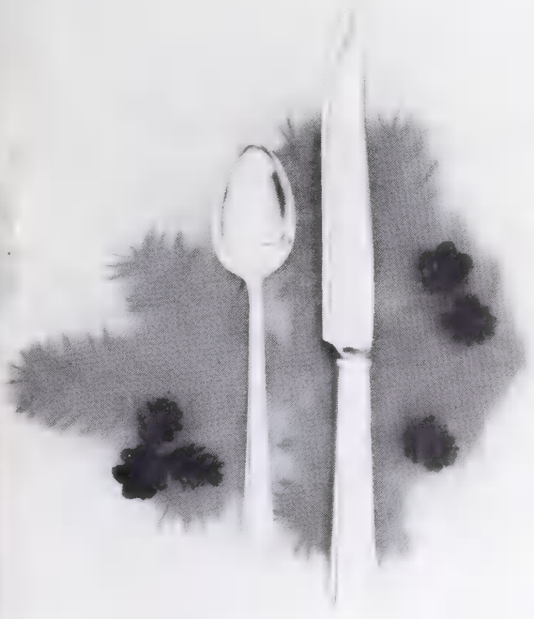


PHOTOGRAPH BY STONE AND STECCATI

The same upholstered rattan chaise shown on a terrace, covered with practically indestructible ramie cloth, could keep perfect company with Chinese antiques in a living room. Covers, which can be anything from sailcloth to India silk tweed, zip on over foam rubber cushions. McGuire Co.

Great point of difference between the new and the old "outdoor" furniture is comfort. See contour-fitting curves of this chaise, a comfortable, weatherproof combination of canvas, plastic strapping, and tubular metal, from Barcalo's "Ebonaire" group. Portable rattan magazine carrier, Calif-Asia.





COLOR PHOTOGRAPH BY MORLEY BAER

The new "al fresco" dining room

There's a subtle interplay of influence in this new furniture. Sometimes the outdoors leaves its casual mark on furniture to be used primarily indoors. But most apparent is the way frankly outdoor furnishings are borrowing the niceties of design, color, even elegance from indoors, so that garden areas may be as well furnished as inside rooms. See this in the slender lines and slim cushions of "Pinecrest" rustproof wrought iron dining furniture, from Lee Woodard and Sons. Notice its unexpected color—high-style mocha brown, blending with the stone and soil of nature. If it rains, it's no struggle to get the foam-rubber seat pads to shelter. Loose, featherweight, a mere one-inch thick, ten of them could be gathered up in one arm. Sterling, shown in a buffet dessert setting, is Lunt's "Modern Classic."

PHOTOGRAPH BY TOM YEE

Indoor-outdoor furniture *continued*

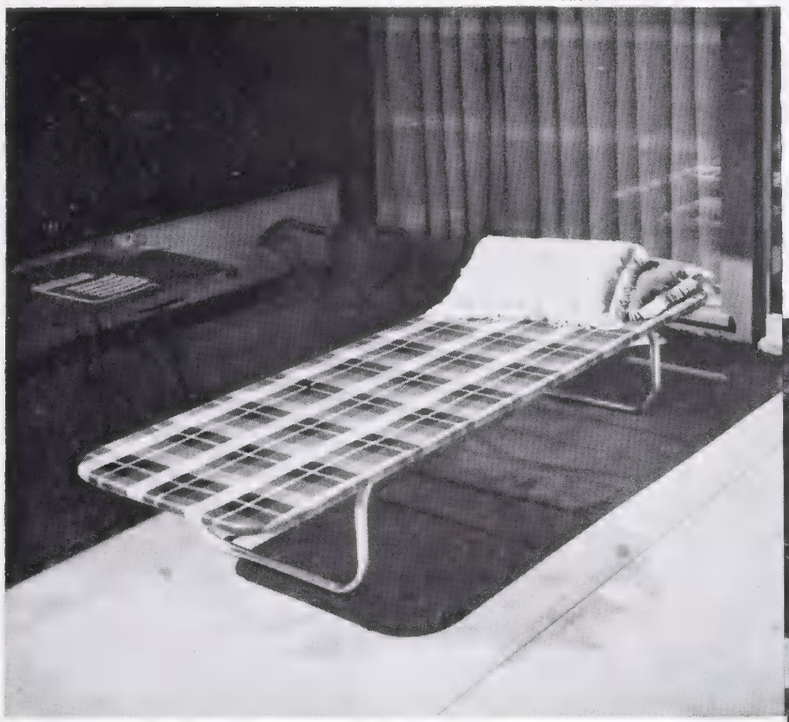


Even classic forms of garden furniture, like this cast-aluminum sea-horse chair by Molla, are finding their way indoors. Significantly, this is nowadays made in many colors appropriate to interior furnishings. You can soften it with cushions or seat pads.

Outdoor furniture, once a luxury, is becoming a shrewd two-way economy. Salterini's springy, rust-resistant metal-mesh "Sta-out" group, designed by Tempestini, could furnish a sophisticated sun room and/or terrace. Home of Mr. and Mrs. Paul Robertson.

PHOTOGRAPH BY EZRA STOLLER

PHOTOGRAPH BY MAYNARD PARKER



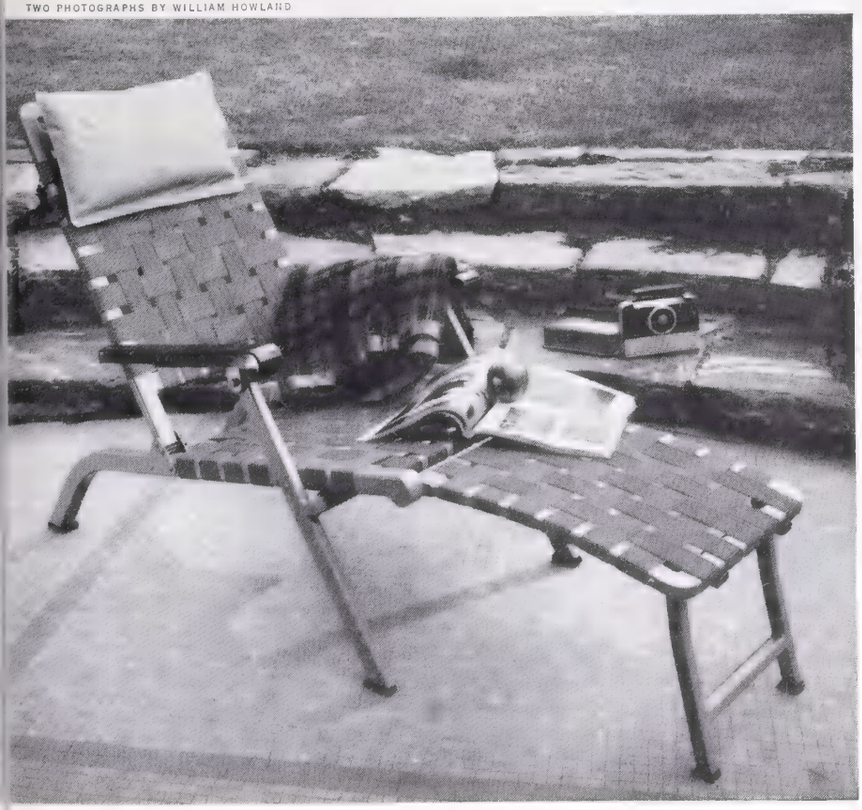
This smoothly styled tubular steel sun cot might double as a sofa bed, for its cover is tightly stretched over resilient springs. Covering is sun-defiant Lumite, but it could also be terry cloth or sailcloth. Ralph Elliott Co.

For extra seating anywhere, the perennially practical folding yacht chair now comes in many colors. It's easy to dress it up or down by changing covers. Gold Medal Folding Chair.



Light weight and a light look are typical of this new furniture. Barcalo steamer chair, counterpart of those on "S. S. United States," is plastic-strapped aluminum, 18 lbs. less than wood models. Fieldcrest blanket.

TWO PHOTOGRAPHS BY WILLIAM HOWLAND





A terrace coffee table, topped with textural Biscaystone (green and white marble chips), would flatter an inside room. Designed by Horst Gunther for Gunderlin of Florida.

See more of this new furniture on page 212

6 months ago



PHOTOGRAPH BY MAYNARD PARKER

NOW

The Next American garden can take root and flower overnight. So you don't need to wait for beauty



It looks as though the position of this tree pre-destined garage and turn-around to be where they are. Actually, this pine was brought here after house was built, but space had been reserved for its transplanting. Pine cost $800; it has added much more than that to the resale value of the house.

Thanks to the resources of American nurseries where big, handsome trees are raised on speculation, and thanks to the facilities for handling, transporting, and transplanting them, you can have your garden, fully grown, in time for you to enjoy it before the end of this summer. The Rausch residence shown on these pages proves it. Landscape architect and nursery industry worked together. Result: The bare plot (above) is now the rich, *mature* garden (right) after only six months. They brought in the planting as you see it.

We, who want things immediately, if not sooner, can now have it if we apply this new concept of gardening. Keep in mind these factors: Big plants are scarce and they must be moved with large, heavy balls of soil around their roots. Economical trucking distance should be considered, so select your plants from what is available.

Big plants are costly, but using them needn't be. One large, handsome, $100 broadleaf evergreen can replace a row of ten small, undistinguished $10 junipers or arbor vitae. Upkeep cost, too, is about the same whether you start with babies or big specimens. The former require much time for pruning and training; the latter must be pampered to make them like their new home. Each must be fed, watered, sprayed. But, above all, you enjoy your garden immediately, if you plan your planting this new way.

Garden designed by Innocenti & Webel

Landscape Architects





The Philip Rausches, of Long Island, New York, wanted a modern garden that they would be able to live in comfortably the very first year, so they commissioned their landscape architects to plan simultaneously with their architect. Planning required months; planting only ten days. Molla iron furniture.

FOUR PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER

New forms with old textures

Ground covers are the material for your own creative gardening. Have some fun with their forms and lines and contrasting textures

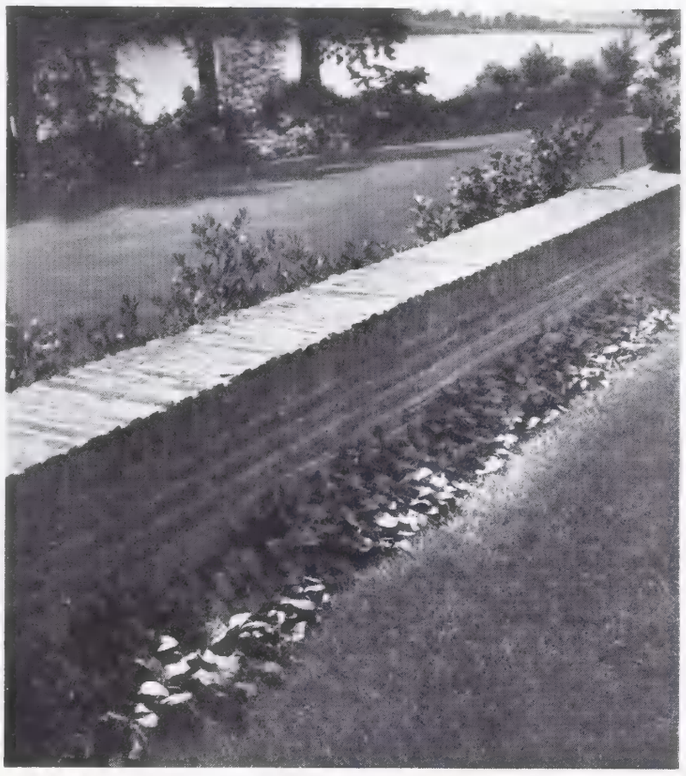
HANNAH T. CHAMPLIN, LANDSCAPE ARCHITECT



THOMAS CHURCH, LANDSCAPE ARCHITECT









PHOTOGRAPHS BY MAYNARD PARKER

Ground covers are now Everyman's garden material to be used as freely and creatively as embroidery. They can give your grounds your own design, your own individuality. So used, they give you one of the great garden pleasures: playing with new forms and new patterns, contrasting the different textures of paved terrace, grass, plants, trees, and stone paths with the wide range of textures which they offer.

When you use ground covers, use them as the professionals do in the plantings shown on these pages. Emphasize their bolder texture rather than try to disguise it. Bring it prominently into the design. Let the shapes of your ground-cover beds tie your house, terrace, and garden together. Let them carry the eye in and out and around the interesting forms of your garden at the speed and in the direction you choose. Or accentuate the small contours of your property in an individual way and so give your garden true distinction.

Here you can see five examples of modern use of ground covers as materials for design. Four of the five combine grass and ground cover. Three of these four use such generous sweeping lines that a small lawn area seems much more spacious than it actually is.

Why haven't you heard more about this new use of ground covers? Because only one aspect of their employment (*Please turn to page* 266)

Ground covers for various parts of the country. page 267-8

Your freezer can free you for

– more leisure

– more diverse menus

– changing your plans at a moment's notice



DRAWING BY MARYLIN HAFNER

By Victor Bergeron



The Kitchen Kibitzer

The freezer is making as important changes in our lives as did central heating and running hot water. A properly stocked freezer takes you into the next America—NOW

One evening as I sat chatting with one of my customers (I run a restaurant in my spare time), we got to talking about freezers. She mentioned that her big new freezer was practically empty except for a few wild ducks. Then the talk drifted to her family and how difficult it was for her to keep preparing foods for her two children and the friends they were always bringing in. I began expounding on one of my pet subjects—the benefits to be derived from the proper use of a freezer. She seemed so amazed and interested that I realized people haven't yet caught on to what a freezer can really do for them.

It apparently hadn't occurred to this young woman that the freezing of cooked foods is one of the simplest ways to have a variety of foods ready to eat virtually at a moment's notice. I told her how I stock the large reach-in freezer in my own home and save work and meal-planning worry for everyone at the same time.

I have several varieties of soup ready to use at a moment's notice. We make and freeze about 25 pints of consommé at a time, which I put up in small ice cream cartons. Another time we will make a batch of Boula Boula Soup, which is a combination of split pea and green turtle. Another time we'll go into a production on chicken soup or crab gumbo. These are all put up in small cartons, labeled and frozen. When we want excellent soup, we have several varieties, in ample quantities, which can be prepared for any number of people in five minutes. It is not 25 times as much work to multiply a recipe 25 times. Really a great labor-saving device!

Then I told her about the experience of another customer with whom I had discussed the same subject not long before. This woman, (*Please turn to page* 185)

Put Charm in your Kitchen

... and efficiency, too!

Photo Courtesy Popular Home Magazine



new *Color Harmony*

Quicfrēz*

REFRIGERATOR



STYLED BRIGHT • PRICED RIGHT • FOR THE WAY WE LIVE TODAY

Whether you live in an apartment, house, or mobile home —*this* refrigerator is for you! For here is color—*harmonizing color* inside and out, to accent the beauty of your kitchen. Here's *compactness*, to save important inches; yet ample storage for once-a-week shopping. Here are welcome conveniences:—tremendous freezer chest; useful shelves in the Handi-Dor; Quic-Chill Tray; big Crisper; a dozen other wonderful features. Here is *size* to fit your family—five models to pick from. And, they're value-priced for the thriftiest budget. So choose Quicfrēz, the refrigerator designed for today—*for you!*

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Imperial H96B—Capacity: 9.6 cu. ft. Dimensions: 55½" H., 28" W., 28½" D., incl. hdw.



Heart of the modern ranch house is the "idea kitchen"—and one of the brightest ideas is a Quicfrēz *Color Harmony* Refrigerator!



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QUICFREZ, INC., Fond du Lac, Wis. (formerly Seeger Refrigerator Company)



LAMPS, TOO, DESERVE

Spring Bonnets

by Verplex



Gay, colorful fashions in home decorating are these loveliest of lampshades. Smartly styled in all shapes and sizes, they match the sparkling freshness of the new season.



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THE Verplex COMPANY

at Essex, Connecticut

Manufacturers of Fine Lamps and Shades

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 106

Californian Easter

The Southern California sun being what it is—both bright and reliable—it is not surprising to find there an unusual number and variety of Easter sunrise services. If you like yours

High and beautiful, there will be one on Mt. Rubidoux, at Riverside; another atop Mt. Buena Vista, overlooking famous Avalon Bay, Catalina Island.

Super-colossal. That describes the services at Hollywood Bowl, where, for the 33rd consecutive year, thousands will await the dawn with ten trumpeters to announce its arrival, an orchestra, a soloist, and a choir of 550 forming a living cross to proclaim its significance. This year's setting includes 75,000 calla lilies.

Late. There's Yosemite Valley, where the services commence only when the sun has penetrated the deep valley to the shore of Mirror Lake, about 9:20 in the morning.

In a desert setting. Be on hand at the Oasis of Maru, Twenty-nine Palms; on the O'Donnel green grass golf course, Palm Springs; or on Miracle Hill, at Desert Hot Springs.

Handily near San Diego. Attend at the outdoor organ pavilion in Balboa Park; on Mt. Helix overlooking El Cajon Valley; on Mt. Soledad above La Jolla in Presidio Park, Old San Diego at Cabrillo Monument on Point Loma.

Western. Be on hand Ash Wednesday, when the Aztec Riders of San Diego hold services in their riding ring in Alvarado Canyon; on Easter Sunday when the Vista Palomar Riders worship at a flower decked altar in Hanna Field, Vista. Both welcome spectators and riders.

Feliciana

With the opening of its new Audubon Memorial State Park near St. Francisville, Louisiana has gone far to restore fame to an area once very famous indeed. Route 61 passes right through it but it's easy to overlook if you're in a hurry to get farther south.

St. Francisville is the key town of Feliciana Parish, a Happy Land for the great Audubon, who found here the inspiration, material, and funds for some of his most important work. But in the halcyon days before the War between the States, it was where the Pirries, the Barrows, the Turnbulls, and the Bowmans built handsome plantation homes, raised beautiful daughters, and lived out some dramatic chapters of Louisiana history.

One of those homes is Oakley, where young Audubon taught a not-too-attentive Eliza Pirrie her music, dancing, and drawing. Today Oakley is being restored as the main showpiece of the new state park. Others, like Rosedown, which the Bowmans loved, you can only glimpse today. Of Rosedown, however, even a glimpse is a haunting picture you'll not soon forget. On Route 61 north of St. Francisville, with a silk-hatted Negro at the gate to greet and guide you, is Afton Villa, curiously French Gothic in architecture, its stained-glass windows and battlemented towers oddities in a country more given to Creole galleries and Greek pillars. Off 61 on 124, you can visit temple-like Greenwood, still girded by its 28 handsome pillars, still reflected

(*Continued on page* 184)

Nassau by Dallas →

Send 25 cents for your preview of Nassau by Dallas, Inc., High Point, N. C. . . . contained in a large brochure, it represents a whole new conception of living room furnishings. The illustration herewith is but one of a series of five dramatic room arrangements, all shown in large, full color plates. Also included are many scale drawings of other room-furnishing ideas, all sketched under the direction of architects and interior decorators, to show how Nassau by Dallas fits into your rooms of any size or shape as well as into your budget range.


Nassau by Dallas
HIGH
POINT



Beauty and luxury for only about $8.95† a sq. yd. That's what you get with Bigelow's CHAPEL HILL. When you see the jewel-clear colors and sink into the dense pile, your only regret will be—that you hadn't discovered it sooner. A blend of wool and carpet-rayon, it's as durable as it's beautiful.

ROOMS DECORATED BY C. EUGENE STEPHENSON, A. I. D.



Wonderful quiet takes the place of nerve-jarri noise when you cover your floor with a Bigelow carp like TRIPLETWIST (above). Its thick pile absor sound; makes stairs much safer, too. Three-ply, all-wo ... about $13.95† a sq. yd.

Here's what you're missing... each day you put off buying that new Bigelow!

A BEAUTIFUL new look of luxury ... a feel of underfoot comfort ... a mood of cozy, restful quiet! All this comes into your life when Bigelow carpets come into your home.

And it costs far less than you think! For Bigelow has developed new fibers and weaving techniques that have *lowered the cost of high-style carpets.*

So don't put it off another day. See your Bigelow retailer. See how much more pleasant life can be ... when you enrich your home with Bigelow carpets.

Important! If you are not sure of the name of a local Bigelow retailer, call Western Union by number, ask Operator 25.

Get your copy of "Decorating from A to Z." from your Bigelow retailer or send 25¢ to Home Service Bureau, 140 Madison Ave., N. Y. 16, N. Y.

†Prices subject to change; slightly higher in the West

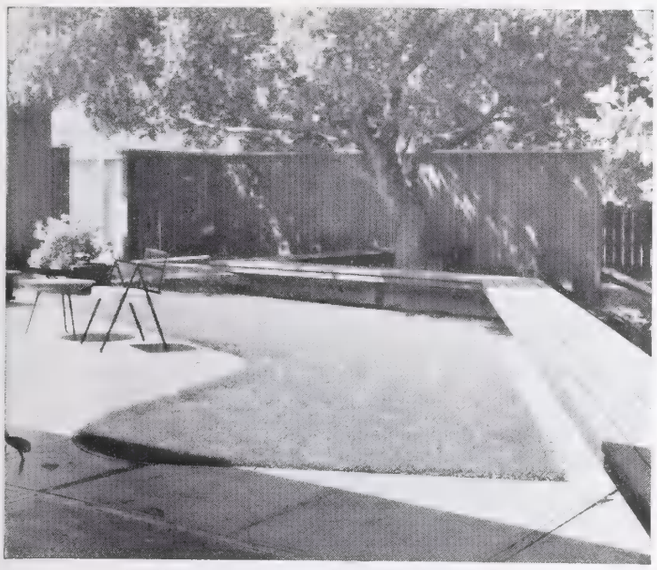
Bigelow
Rugs and Carpets
Beauty you can see ...
Quality you can trust ... Since 1825



Underfoot comfort! You'll think you're walking on a cloud when you set foot on Bigelow's ETUDE, the luxurious carpet above. Soft as a kitten's ear ... but mighty serviceable, too. Like every beautiful Bigelow, it's destined for a long and lovely life of easy upkeep. A blend of wool and Bigelow's carpet-rayon. A real value for about $19.50† a sq. yd.

LUXURIOUS LIVING

CONTINUED FROM PAGE 147



The Logans found room for a small lawn in the back yard, but it is no ordinary lawn. It gives this second garden room (another in the front) line, color, and texture. Color is pleasant and soothing; texture is that of an ankle-deep carpet. Odd line of lawn catches the eye and creates an impression of greater size. Fence makes yard private—and useful—right from lot line.



Rear terrace is small—paving only 20′ x 24′—but it is cheerful and relaxed because design and planting were kept simple, every advantage taken to dramatize shadow-play. Fence-like structure behind house is for garden tools. Service yard (including laundry lines) is tucked between house and lot line. See plan on page 146 for details. Note how much of lot is paved.

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Louis XV French Provincial Breakfront

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Music weaves its spell of beauty through a whole lifetime. And the Baldwin Grand has a very special beauty . . . a purity of tone, a classic grace of design, an unparalleled standard of craftsmanship. So—in selecting a piano for your home, remember . . . the enduring beauty of the Baldwin will be a source of rare pride and deep satisfaction for years to come.

Among the many distinguished concert artists who use the Baldwin exclusively are: Battista, Bernstein, Flagstad, Fournier, Goldovsky, Henriot, Jorda, Hurbi, Kubelik, Lettvin, Meisslwitsch, Sanroma, Schwieger, Seigeti, Whittemore and Lowe.



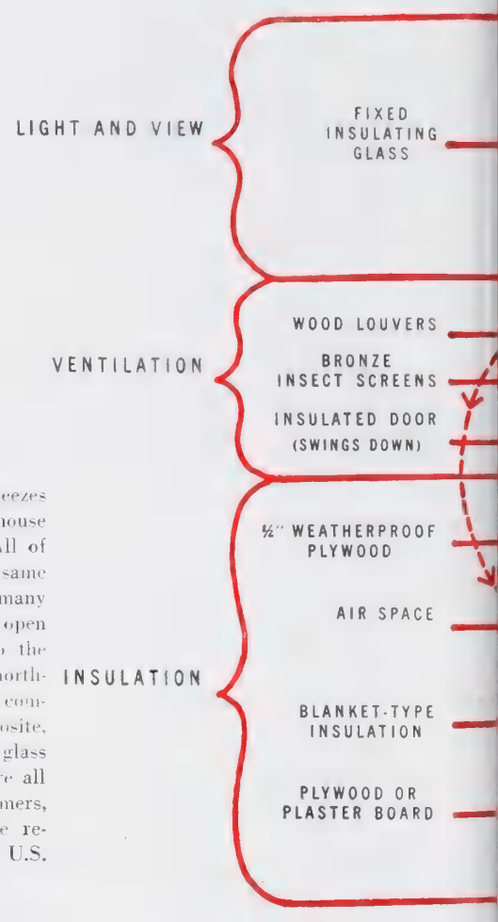
Baldwin

The Baldwin Piano Company, Cincinnati 2, Ohio

BUILDERS OF BALDWIN GRAND PIANOS • ACROSONIC SPINET PIANOS
HAMILTON VERTICAL AND GRAND PIANOS • BALDWIN ELECTRONIC ORGANS

THE AGE OF GREAT ARCHITECTURE

CONTINUED FROM PAGE 125



The modular system sometimes freezes the design and functions of a house when it is not used flexibly. All of Architect Yeon's panels are the same three-foot width, but they offer many functional variations—from the open glass door on the southeast to the solid insulated panels on the northwest. In fact many of his panels combine two or three functions (opposite, below). Note that Yeon's fixed glass and screened wooden louvers are all right for Portland's mild summers, but more ventilation would be required in eastern and southern U.S.

decoration. With this house John Yeon demonstrates that one need not be rejected for the other—a good design can incorporate both and make both subservient to the desired character, in this case, the architectural mood of serenity.

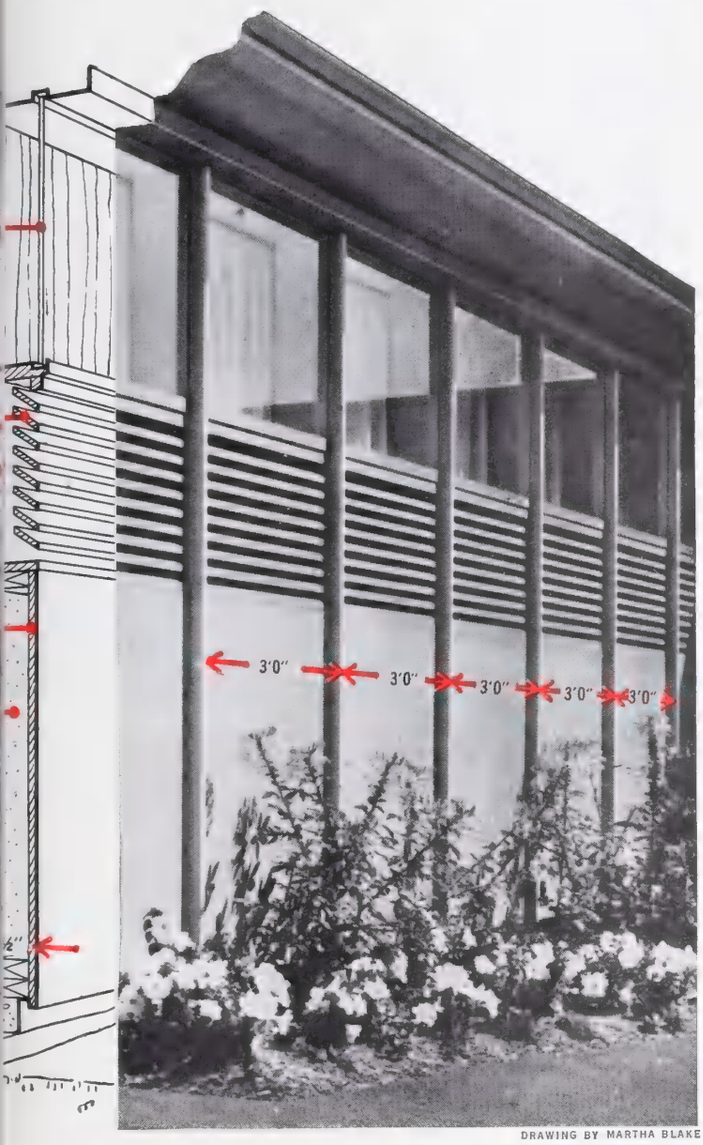
The house is of wood frame construction, sheathed in 3-foot modular panels, with rounded moldings covering the joints. This joint system is exploited to the fullest by contributing the design idiom, by becoming both structure and decoration. The moldings repeat as rhythmical, white, vertical paneling on the exterior walls. They are planned and executed with the precision of cabinet work.

Everywhere the nature of the structure is apparent (the ribs are clearly exposed in the window areas), but it has not been used beyond its service to mood and composition. The structural method contributed a vocabulary of building, but it did not determine what was said.

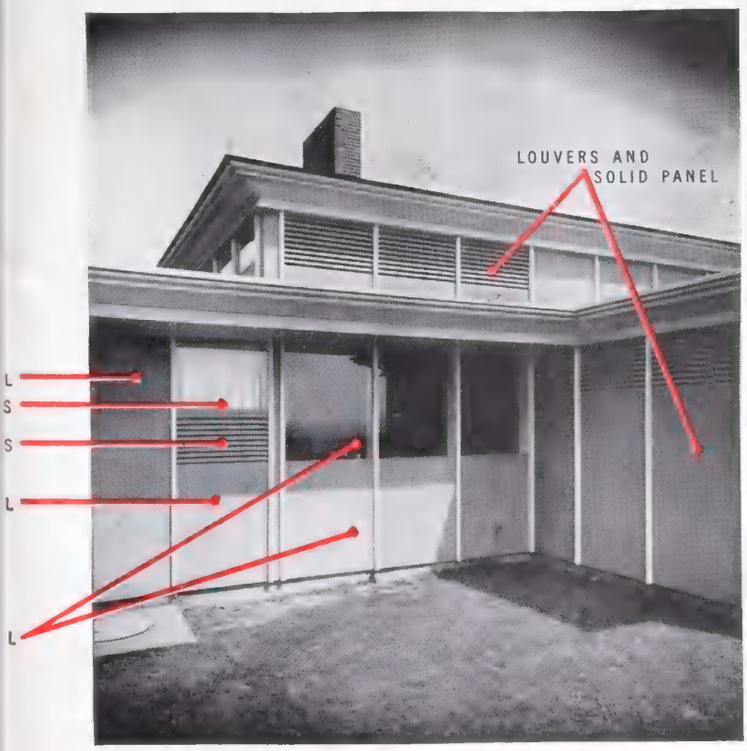
The over-all form abundantly accommodates the requirements of the plan—and the plan adjusts smoothly to the requirements of the form. In their simultaneous solution a great house resulted. The plan produced a compact and convenient one-story house for servantless operation. The single living-dining area looks out upon the major view to the south and east through a long band of windows proportioned to frame the panorama of fruit orchards and holly trees and the distant horizontal scroll of the Cascade Range.

The windows are shaded by a porch which checks the glare of the open sky and provides a dry and shady outdoor area, needed for this exposed and treeless site. The porch is close to the kitchen for outdoor dining. The house has

(*Please turn to page* 170)

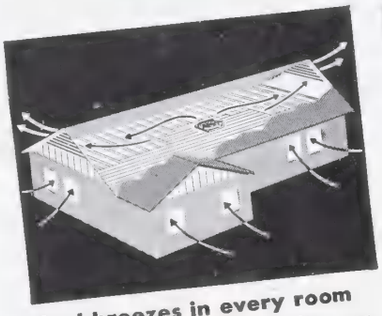


DRAWING BY MARTHA BLAKE



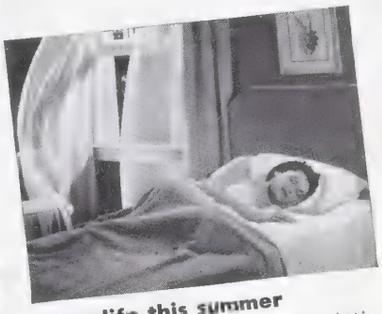
Hunter Attic Fan cools your entire house at minimum cost

Easily installed in old or new homes



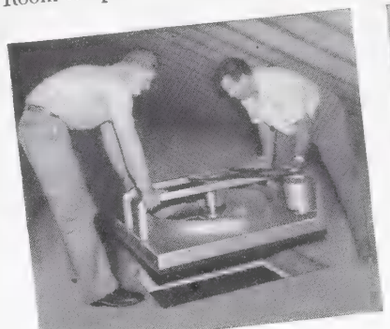
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This inexpensive home cooling system fills your entire home with refreshing air on hottest summer nights. It pulls in fresh outside breezes . . . drives out hot, sultry air. Room temperatures drop 10 to 20°.



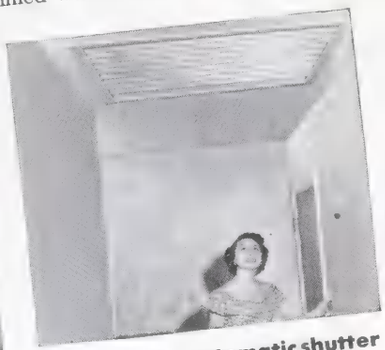
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From the day your Hunter Attic Fan is installed, you'll sleep cool, eat cool, live cool. You'll enjoy having friends over to share your comfort . . . and your nights will be filled with healthful, bracing sleep.



Easily installed in any home

The new Hunter is the simplest of all attic fans to install in any type home . . . old or new. Designed for quiet, trouble-free performance, it will cool your home for many years, and cost only a few cents a day.



Hunter's new automatic shutter

This modern ceiling shutter opens or closes automatically at the flip of a switch . . . or with automatic timer. Finished in neutral shade of baked enamel, it blends with all room colors. Shutter fits narrow hallways.

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Look in your classified directory and phone the Hunter dealer for complete information.

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Send a copy of CHANGE YOUR HOME FROM HOT TO COOL to:

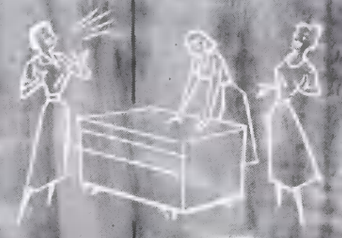
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Natural beauty is the growing trend in home decoration, so be sure to see today's newest furniture styles in "Enchanted" Walnut before you buy. Only Walnut offers you such a wide selection of naturally beautiful "enchanted" grain and figure variations.

At your store you'll find "Enchanted" Walnut adding a fresh, new interest to simple modern designs. You'll fall in love with the way it creates a new, friendly type of contemporary furniture that mixes well with other woods and periods. And . . . "Enchanted" Walnut adds a rich, authentic charm to traditional pieces, too.

See it . . . and start enjoying "Enchanted" Walnut in your home now . . . at the beginning of this new era of furniture in interesting woods.

LOOK FOR THIS TAG

—your guide to "Enchanted" Walnut designs in distinctive new natural, light or dark finishes that reveal Walnut's unduplicated beauty of grain.

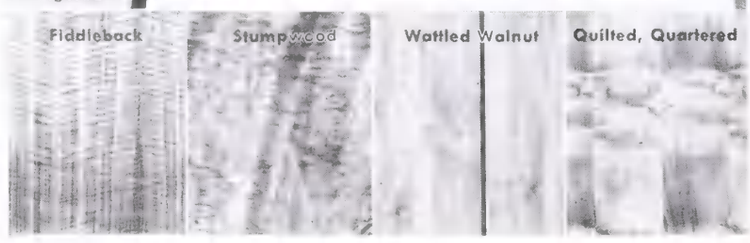
"Enchanted" Walnut

AMERICAN WALNUT MANUFACTURERS ASSOCIATION • 666 Lake Shore Drive, Chicago 11

These are "Enchanted" Walnut types

Background

Wild Heart, Figured



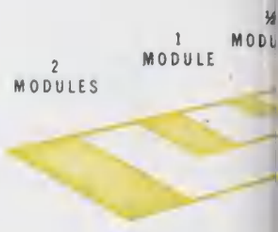
THE AGE OF GREAT ARCHITECTURE

CONTINUED FROM PAGE 168

no halls, yet the kitchen has access to the front door other than through the living room. The bedrooms, too, have quick access to the front door, and their simple rectangular shape, their sense of secluded shelter contrast refreshingly with the more eventful forms and the broad exposures of the living room.

The compactness of the plan was made possible by surrounding the large rooms with the small service rooms. Under the high central roof are grouped all the rooms benefiting from a high ceiling: the living-dining room, two bedrooms, and kitchen. In the surrounding lower part are arranged the smaller rooms and covered exterior areas: two dressing rooms and baths, closets, service room, studio, garden room, greenhouse, storage room, and garage.

(*Please turn to page* 194)



IN THE NEXT AMERICA NEARLY EVERYONE WILL COOK LIKE A CONNOISSEUR

CONTINUED FROM PAGE 134

protection between the fire and the meat, keeping it from drying out.

Another reason the food does not dry out when cooked on a rotating spit, I think, is because there is a constant play of fresh air. (In an oven, the physics of the set-up produces a steamy condition, which draws moisture out of the meat.) But regardless of *why* it works, it *does* work. It is really the ideal form for cooking, because you end up with a beautifully colored roast, where the meat is evenly cooked and, when cut, oozes with beautiful pink juice (not red) when the meat is a dark meat; and white when the meat is white, like veal.

According to de Pomiane, one of the three or four great gastronomes of our time, "the goal of roasting is to conserve, to concentrate in the middle of the meat all that is possible of its own juice." Roasting in an oven, he says, is really baking. Oven conditions soften the meat, relax the fibers: the pores open and the juice escapes.

De Pomiane even advises against basting with the juices that fall from the roast, recommending only fresh fats like butter. I don't go this far, but it may be this impeccable attention to detail that makes French food the wonderful thing it is.

Everything I say in this article is based on my experience with the charcoal rotisserie used in the Pace Setter house, shown on page 132. It is a stainless steel "barbecue" that burns either charcoal or wood. Its main asset is that it has nine well-thought-out accessories, which let you cook just about everything you can think of. It is called "Ajax" and is made by the Seabreeze Engineering Co. of Garvey, California. I have used mine for about six years, and I could not operate without it.

I use it for veal, pork, fish, chicken, prawns and shrimp, ham-



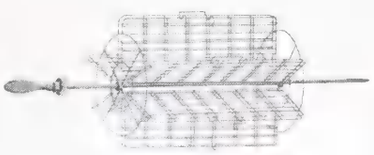
The module, "an arbitrary unit of measurement," is as old as Greek architecture. Like a bar of music, it can yield discord or harmony, sparkle or monotony. John Yeon uses in this house a module of three feet, combining structural convenience with decorative elegance. All vertical members are a multiple or divisor of the three-foot module, which gives the whole house unity without dullness. At the same time, Yeon's modular system has functional flexibility.

urgers, liver, game birds, sausages, ushrooms, vegetables—even fruit. ut more of that in a minute.

We never entertain without mak- ng the rotisserie a feature of the enu. Even in winter we wheel ie rotisserie on the cart onto the orch. It is so attractive to see the low of the fire on a cold night. Whether I am entertaining 8 or 6, I make the rotisserie the prima onna.

If I am entertaining on a Friday ight, salmon (or any fresh-caught sh) is always the *pièce de résis- nce*, done in the two-inch thick ill that is one of the Ajax ac- essories. If we are not having fish, ut a main course of roast lamb beef or chicken, the rotisserie ill plays the leading role.

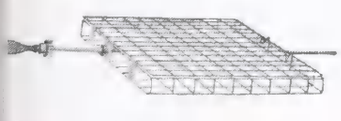
For a big cocktail party, I use ie rotisserie to make hot hors oeuvres. Prawns, chicken livers and kidneys, smoked sausages, spareribs, mushrooms—all these make wonderful nibbling. Folks stand around fascinated as they watch the preparation. It also simplifies your kitchen problems, as it frees your ovens for the main course. Little "nibbles" go into the "spoke wheel" accessory.



The "spoke wheel" accessory, which is right for hamburgers, cocktail frankfurters, shrimp, and other similar small things.

If you are planning to cut a food that cannot be held on the skewer-spit, take your grill to the market and have the butcher cut the meat or fish to fit the grill. Take it to the fish market and have your fish cut the right thickness to be squeezed tightly into the grill, for the fish *must not move* after you start to cook it, as it will

(*Please turn to page* 236)



Two grills for flat foods, like fish and steak, open like a book and lock closed with a sure catch. One is 1" thick; the other 2".



EAST OF THE MOON

Festival in a Chinese garden. The single roll . . . 3.60

Ochre, brown and grey on Chinese vermillion. Yellow and gold on pale chamois. Greens, yellow and black on Lincoln green. Blue, beige and brown on Flanders blue. Multicolor on warm grey.

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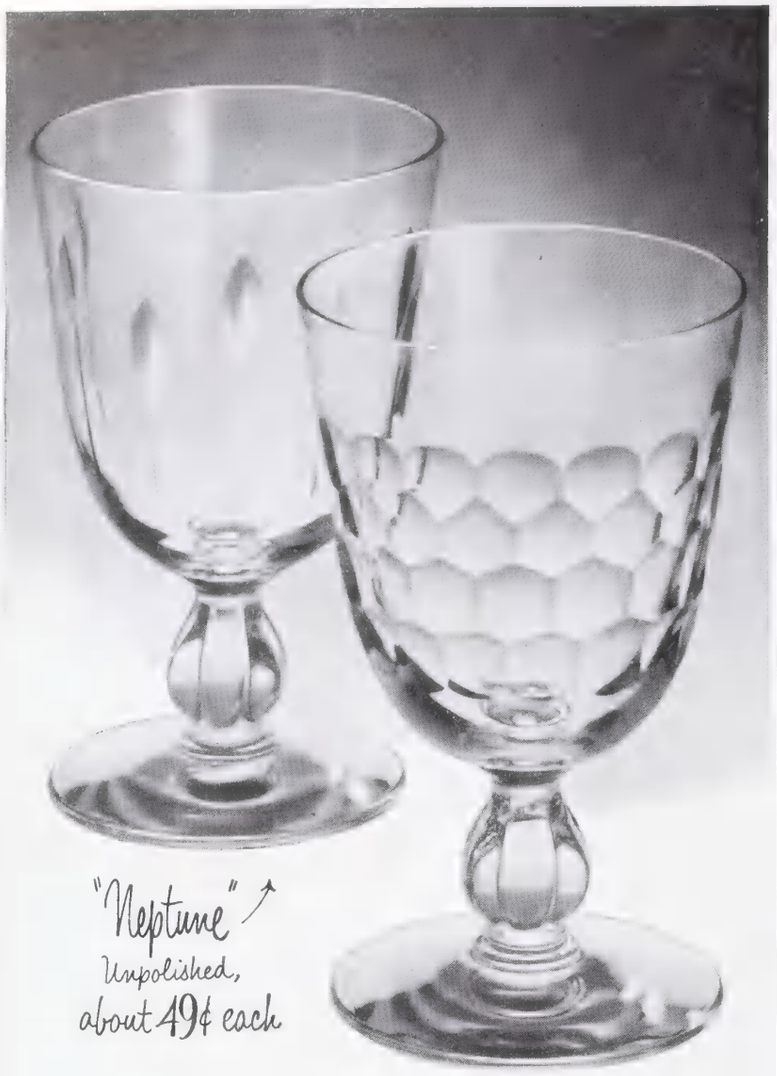
White on mocha...olive green on Tang green...deep yellow on primrose yellow...beige on china white...white, yellow and green on sage green.

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LIBBEY GLASS

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THE GREATEST GOOD

CONTINUED FROM PAGE 114

changes in the last ten years, of which these are only samples, show how we have begun to enrich and enlarge our lives. Such lavish investments are important for a cultural democracy insofar as they are evidences that we are getting the materials and the opportunities for our own individual chances to choose and learn.



$4 buys a large Bennington Vermont Stoneware casserole; **$2.50** buys the smaller—typical of low-price serviceable beauty. Holt-Howard Assoc.

The point cannot be made too often, because too many artists and critics and teachers and patrons will not realize what it means: The American idea of culture is democratic. We demand, for every man and woman and child, liberal access to what is beautiful and true. That is good but not enough. *We demand also the right and the opportunity for everyone to share in the actual creation of his own culture, because that is where he will find and develop his best self.*

In our closer concerns, in all the questions of where and how we shall live, what we shall hang on our walls, how our furniture and utensils shall be designed, in these problems the most serious issues of American civilization will be exemplified and worked out. As Emerson said, beauty and honesty count in everything we do and everything we make or choose, or they do not count enough. And the freedom of the individual, to choose and create and learn from his own experience, counts at home as much as anywhere. In fact, the arts of the home are those influences and activities in which we are at the same time most vulnerable and most unsuspicious.

We do not suspect political or ideological invasion of our homes by way of design or decoration. Yet it is indeed possible. If we do stop to consider that possibility, we see that our values *could* be corrupted most easily in this inner circle of experience. The field of domestic architecture itself now provides a major example of the issues at stake. We would expect the question to be phrased, "What kinds of homes do we want?" But it might better suggest the problems involved if we put it this way, "What kinds of homes are we going to get?" The eternal vigilance which has always been the price of freedom is needed now on many fronts; in politics, in international affairs, in the protection of science and thought and liberal independence. The claws of suppression are never drawn back very far into their sheaths. Of all that, we hear enough to keep us watchful. If we are watchful, we can see in the field of design the same encroachments of an unorganized but pervasive and skilled conspiracy against individual choice, by calling it "anarchy," against fitting design to purpose, by calling it "outmoded functionalism," against honest serviceability, by calling it "comfortism" (as though we should be ashamed to be comfortable!). There is evidence of concerted attempts against even common sense and reason.

To discover these tendencies in some writings about modern design, and in the meaning which some modern architects and designers try to put into their work, is not to pass any general judgment on modern design itself. It may be good or bad, insinuatingly corrupt or daringly honest, ugly or beautiful, fitted to its purpose or merely capricious. Such qualities can be found in any object made by the hands of men and women, no matter what their age or origin.

There can be no objection, on the grounds of inherent ideas, to a design by which an object—whether



Our dime stores teem with so much good design and good value, we often don't notice it. Rosewood-handled flatware costs **29¢** each.

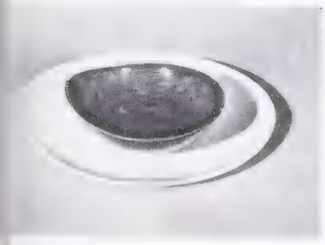


e can enjoy beauty daily in casual ities, like Andante salt cellars non-corroding enameled iron, ced 4 for **$2.50.** Holt-Howard.

e building or kitchen stewpot, or car or bookcase—is made ulfill its purpose. This is functalism, but it is not only an ism, s also common sense; and if mon sense is an ism we can use e of it.

is also true that ideas need not inate in the United States of erica to be welcome to our es. Styles from all the regions he world have found hospitality . In many phases of art and de- . America has become the great ket in which the ingenuities the genius of the world come e judged. But they have become uralized only if they could fit ways. When they have been e invaders, they have been re- ed by our free choice, and this go on. We will, like other ges, make blunders, excluding e things that we might have e to enjoy and accepting others will quickly lose their luster. principle here is to keep our- es free to do our own judging; n art is important only as a field human experience.

s I said in the beginning, we e relegated to collective action rge share of our economic and political life. Too much, per- s. In any case, our reasons for e-scale planning in public and nomic affairs do not apply at ie, nor to the arts of which the ie is the exhibition hall, nor to philosophy of daily living.



w forms like Raymor Contempora tes are not for a few, but reach ryone quickly at reasonable price. ner plate, **$1.** Bowl, **85¢.**

Some modern designers want to rear modern Towers of Babel and call them "machines for living." They may be expressing ideas that fit the spirit of some Europeans who are weary of trying for freedom and are seduced by totalitarian simplicities. They may make fun of the "bourgeois" ideal of a cottage and a picket fence, which is generally being replaced by a finely designed and comfortable new home, but it is still American. They may even, as some do, preach European notions of central designing for everybody—planned and imposed. They speak for one of the



Industry combines precise function with beauty, like the molded form of easy-to-grip Gerber Legendary Blade steak knives. 4 cost **$18.**

oldest and most discredited of the easy answers to man's difficulties—the way of submission.

They are not speaking for the Next America, nor, we hope, for the next world.

When we say that vigilance is the price to be paid for freedom, we do not doubt that we can pay it, that we can be strong and determined enough to build our future. The revolution is in the deeper layers of our lives as well as on the surface; more powerful there, in fact, and more advanced. The self-consciously sophisticated members of art cliques and foreign schools cannot be expected to feel it because they do not live at those levels. But the sensitive and the great, both artists and other citizens, can feel it stirring. What American men and women have to do is to go on being their magnificent selves and to guard their homes as centers of free experience, as centers of the quest of cooperating individuals for comfort and beauty and democratic choice. They will make the Next America.

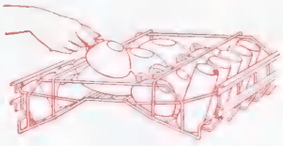


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THE GARDEN OF THE NEXT AMERICA

CONTINUED FROM PAGE 149

which is our garden—sometimes it may have a roof, or part of a roof—works for the family about every way the house does. People eat, rest, play, talk, entertain, and even sleep in this new kind of living-garden. Modern gardens can be exciting, stimulating places, as here, or peaceful, quiet, and soothing. You can have any kind you want. Often the best landscape architects design a garden to contrast with the mood of the house; if the house has a busy architecture, they plan a quiet garden, and vice versa. Garden and house should not compete—they should complement each other. Let's look at what the new kind of garden is *not*.

1. It's *not* primarily for plants any more—their convenience, comfort and display. Today gardens are for *people*. Plants are used for structure and decoration where non-living material wouldn't be as useful.

2. It's *not* a horticultural collection. Now only those varieties are used which get along with minimum upkeep. Modern designers, too, limit the number of varieties in keeping with today's desire for quiet simplicity.

3. It's *not* primarily a setting for the house, greenery to soften architectural lines. Today's garden is actually a part of the house itself. Living extends from lot line to lot line. So the garden is designed with the house, not as added "decoration." The garden is planned from the house *out*, not as foundation greens to be viewed from the street.

4. It's *not* space exposed to the neighbor's view. Today's garden is completely private, screened off from neighboring eyes and ears.

5. It's *not* a place apart, mostly to be visited or toured by company. Instead, the garden is an integral part of daily living.

6. It's *not* necessarily a hobby, or spare-time busy work. It is no more necessary that the owner enjoy the physical work involved in having a garden than that a gourmet need love washing dishes.

7. It's *not* over-ornamented or ostentatious. There's no carpet bedding, no packing in of sculpture, few yellow or blue specimen trees, and no bizarre plants.

8. It's *not* complicated in design. Today's garden is simple—bold lines, strong textures, simple colors.

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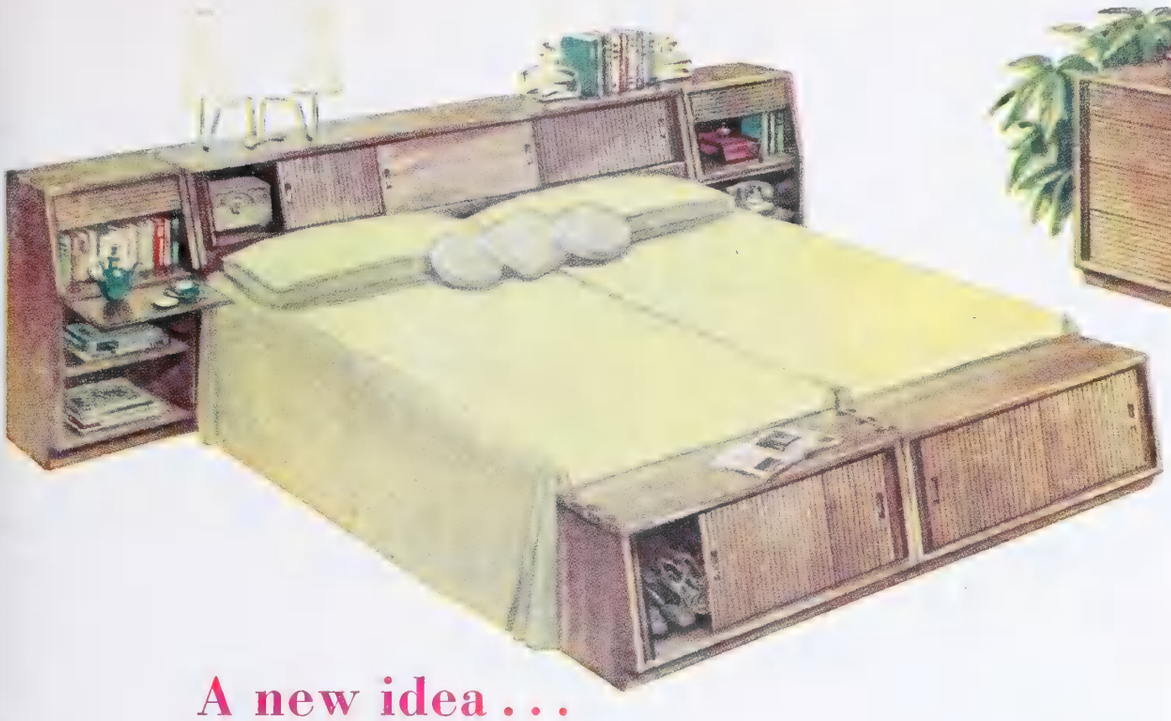
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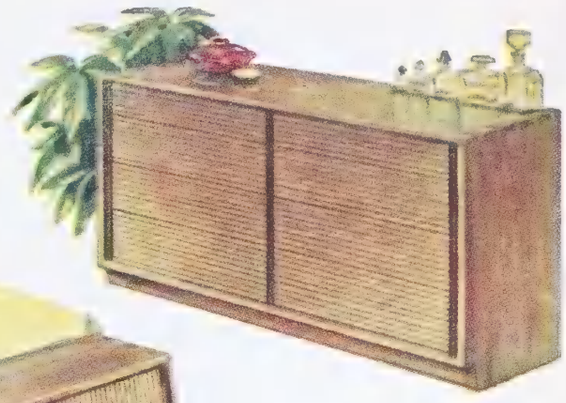
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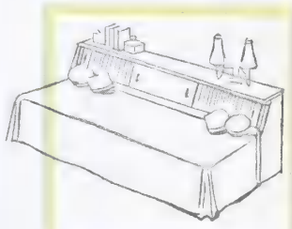
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For Today's Bedroom—a few pieces from the handsome (and unusually complete) Cherry Casual collection in sunny, spice-brown cherry veneers. Storage "headboard" goes with studio bed (see inset), or twin beds, as shown. Twin storage cabinets at foot of bed can also be used as window seats; for easy moving, they're on concealed casters as is the double-dresser.

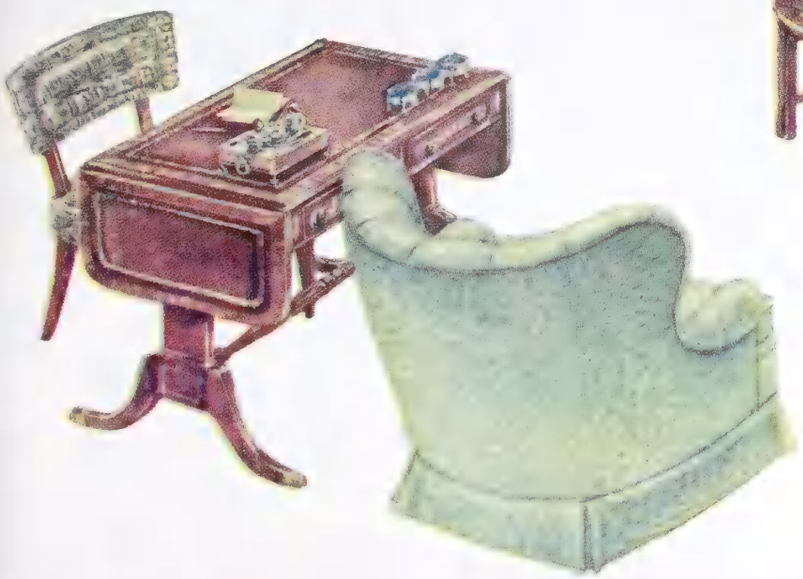
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By Charlotte Conway



It would be hard for anyone to choose between a bunch of flowers and a new Gilbert Whirlbeater. They're equally colorful. For Gilbert has brought out their convenient portable mixer in a choice of six colors: red, yellow, blue, gray, green, and ivory, to match or to contrast with your kitchen colors. Whirlbeater is small, fits the hand easily, can be used in tumbler, mason jar, bowl, anywhere in the kitchen. There are three beaters, to be used singly or in combination, for blending, mixing, beating quantities as small as one egg white.

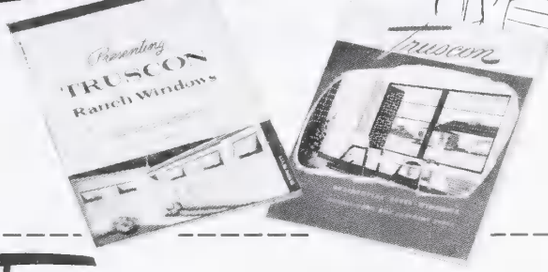


If watching the pot is one of the things you dislike about cooking, you can forget it and cook like a demon. Westinghouse has brought out an electric range with a top unit with an electronic eye. The eye does the watching for you, works like an oven temperature control. Once selected cooking temperature is reached, electronic eye turns off the current; turns it on again when temperature falls below selected setting. Foods can't burn, even if you forget to turn off unit or if water boils away. Saves electricity, ends messy pot scouring.

(*Please turn page*)

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Ideas for making your own tarnish-stopping *protectors* using Pacific Silver Cloth—*by the yard!*

IF YOU'VE EVER TAKEN SILVER from its flannel and found it black with tarnish—you'll bless the genius that produced the *one* and *only cloth* that positively prevents tarnish—Pacific Silver Cloth!

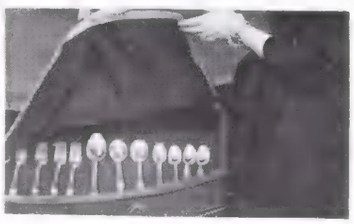
This wonder cloth actually contains tiny particles of silver that *absorb* the tarnishing sulphur gases always in the air—*before they can reach your silver!* Result: *no dark tarnish discoloring your silver.*

Be smart . . . use Pacific Silver Cloth (buy it by the yard) to make tarnish-stopping bags sized to *your own* silver . . . or to line a drawer or cabinet of your buffet. Safe inside, your silver will never tarnish . . . it stays bright and shining . . . for weeks, months, or years. No hurried last-minute polishing.



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Measure height and width of silver piece. Cut Pacific Silver Cloth for square shaped bag, and seam up. Use either zipper fastener or drawstring hem. Bright color for strings or monogram looks pretty! Or tag with name of silver piece. Half a yard makes average coffee pot bag.



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Cut enough Pacific Silver Cloth to cover bottom, and four sides, allowing for cloth to extend from rear side to front of drawer as cover for silver. Cut out right-angle sections in each corner to assure smooth fit. Spread thin layer of sulphur-free household cement all over inside of drawer. Let dry slightly and press on. Average drawer takes about 2 yards.



FOR A CABINET . . . *easy!*

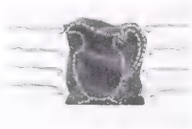
First make paper pattern to fit each inside section—cut cloth from patterns. Spread cement on inside top—bottom—sides and back of cabinet. Leave extra material from top to hang down in front. Dress up with contrasting binding or iron-on tape. Cabinet takes about 2½ yards.

■

Buy Pacific Silver Cloth by the yard in piece goods departments. About $2.50 a yard. In Beaver brown only. For more silver-storing ideas send for free booklet. Pacific Mills, Dept. K4, 1407 Broadway, New York 18, N. Y.

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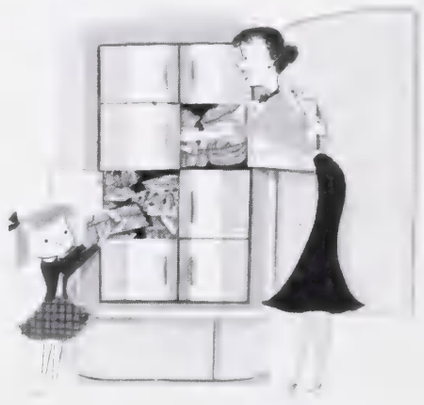


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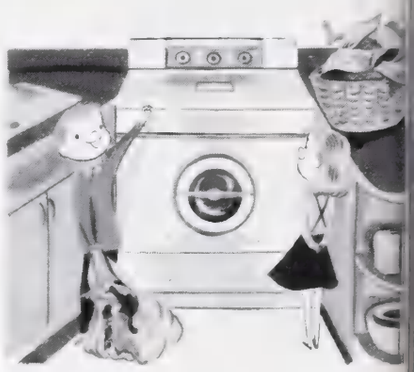
POSITIVELY PREVENTS TARNISH

TAKE IT EASY, LADY!

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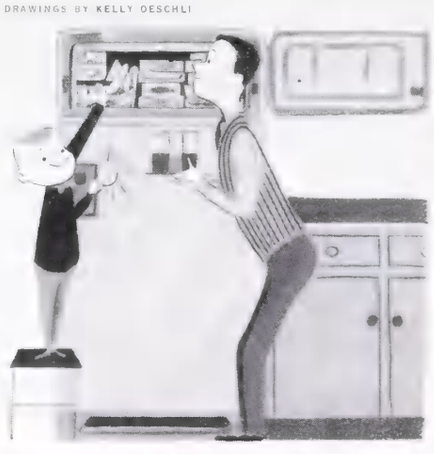


Lives there the wo an who doesn't dis bending and stoopi Frozen food in the r Kelvinator uprig freezer is always w in easy reach. Althou freezer has 18 cu. capacity and holds pounds of food. it is only 36″ wide, a little over 30″ deep and tall. Each of its four separate compartments has its own pair cold-saving, center-opening inner doors. Classify and store your f according to its type and length of storage: day-to-day foods in section, long-storage meats in another, pastry in another, and so



No machine has yet been invented which will pick up soiled clothes. But Bendix has come out with a single machine which both washes and dries, automatically, in one continuous operation. It will wash and dry an average 8-pound mixed load in about 68 minu All you do is set the washer timer and the dryer timer, and se the water temperature you want. You don't have to transfer clot from washer to dryer. Nor do you need a lot of space for compl laundry. Duomatic is only 36″ wide, about half width of 2 un

DRAWINGS BY KELLY OESCHLI



How many ti have you spoile manicure getting cu out of an ice tr How many times spi water on yourself the floor when fil it? Servel's new Maker refrigera eliminates all that, for there are no trays. It freezes ice "circl stores them in a basket, automatically makes more as they are u Ice circles don't stick together, are always ready to use. Ice-mak mechanism takes same space as four trays, leaves room for fr foods. Connection brings water into refrigerator to be frozen.



Have you often wondered if one dryer can dry successfully different kinds of clothes, made of different fibers? Norge's Time-Line dryer does just that, for it provides three kinds of drying action. It heat-dries clothes by tumbling them conventionally. Or air-dries with the heating element turned off (fine for synthetic fabrics). Or heat-dries without tumbling, for pillows, knitted things. Time-Line device measures drying time, registers it on back panel. Door opens to 180° permitting installation either side of washer.



No one likes to handle food waste. And you don't have to with American-Standard's sink called the Duwell. You peel potatoes, scrape carrots right into a small well beside the regular sink bowl. Perforated metal basket inside the well lets water drain off, or can be plugged to hold water, as when you wash lettuce. Cover hides basket until you are ready to empty contents. The Duwell sink, measuring 25" long x 21" wide, is fine for small kitchens. It is made of acid-resisting enameled cast iron, for continuous counter-top installation.



Are you short on floor or counter space? But long on longing for work-savers? Take a look at the newest two-in-one. It's an automatic dishwasher-in-a-range. Cribben and Sexton's Universal gas range, of conventional size, houses a portable James electric dishwasher in half of itself. When you use the dishwasher, wheel it out and over toward the sink, connect one hose to faucet, other to spill into drain. When dishes are finished, wheel it back into the range again. Takes no extra storage space, involves no installation cost.

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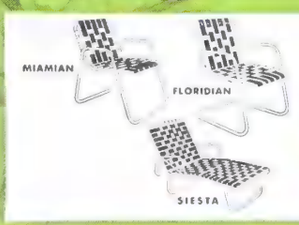
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Garden designed by Edward Huntsman-Trout



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Today's house allows you to enjoy the garden fully from many rooms, and a good garden is designed for such full enjoyment. Inside rooms and outside garden are conceived together as if they were one continuous space sharing the same kind of plants, furniture and, often, purposes.

A garden-terrace is the cheapest and often the most beautiful and useful room you can add to your house. Well planned, it will give you charm and spaciousness



Street view of your garden can be pleasant, yet private, if you expose only what you must. Here moon-gate indicates, without revealing, an interesting garden within. Passers-by can be sure that the life of this house begins at the garden wall.

PHOTOGRAPHS BY MAYNARD PARKER



You should be able to enjoy the house from the garden almost as much as you enjoy the garden from the house. That is why they should be planned together. Note heavy shade over paved area (essential for comfort during summer) provided by big trees or closely planted young ones.



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ask these 4 questions

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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 164

like a dream in the little lake dug to be its mirror.

If you feel as most people do about this atmosphere of rosewood and mahogany, of satin brocade, Brussels carpet, tinkling girandoles, and proud memories, you'll want to drive out to Cottage Plantation, six miles north of town, reached via routes 61 and 65.

The Cottage welcomes sightseers, has an antique and gift shop, and has recently taken to welcoming overnight guests. Here you can savor the plantation life of a hundred years ago as nowhere else, for the Cottage is a complete plantation. Its twenty-odd out buildings and lovely old gardens are still intact and inside its rambling, galleried, main house, the hand-carved mantels and many of its furnishings are the same which greeted Andrew Jackson when he visited there after the Battle of New Orleans.

People used to say the walls at Cottage Plantation must be of elastic, so far could they be stretched to accommodate just one more guest. Even so, you'll do well to make reservations. Rates are $6 and $7 per night for two, breakfast can be arranged for. The address Cottage Plantation, St. Francisville Louisiana.

This summer—ski!

Chili furnishes the sort of sum mer vacation the enthusiastic skie dreams about. It's winter in thi part of South America from Ma to November, so the high Ande will soon be spread with powde snow, providing some of the fines skiing in the world. Winter i Chili is much like that on our ow temperate West Coast, mild enoug so that you need pack only a ligh weight jacket or sweater to wea on the slopes.

Just north of Santiago there ar 60 peaks higher than any mountai in this country, but the Andes ar nowhere more than 200 miles fro the coast so the many slopes, fro the Santiago area north to th Punta Arenas area 1,400 mile farther south, are easy to reac This makes it quite possible t combine skiing with sightseeing.

Hotels serving the ski are range from the luxurious to th

(*Please turn to page* 220)



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YOUR FREEZER CAN FREE YOU

CONTINUED FROM PAGE 162



the wife of a college professor, had two boys in college. During the summer, when her husband was teaching summer session, she always had the problem of trying to feed everyone without spending all her time in the kitchen. She wanted to spend as much time as possible with her children, as she saw them very little and they always had plans to do things. So she started freezing complete meals weeks ahead of time.

She would make up a complete meal, from soup through dessert, even the hotbreads. Everything was labeled—"Monday's Dinner," "Tuesday's Luncheon," "Tuesday's Dinner," etc.—right through the week. Everything was labeled, grouped and frozen. When Monday came around all she had to do was take Monday's Dinner out of the freezer, thaw it, heat it through, and serve it. This is my idea of really taking advantage of your freezer.

Suppose your husband or your family likes apple pie. Well, then when you are baking an apple pie, get four pies ready for the oven, and freeze three of them. It's not much work and certainly no more mess to make four than one. In this way you do things when you're in the mood to do them.

In freezing pies, it is best to freeze them unbaked. They'll really taste fresher and have better flavor. You can freeze an extra baked pie, however, with pretty good results, but not the best.

One of the best ways to stock your freezer is to have a "freezing bee." Get a friend or two, who also have freezers, to go in with you and share the costs, labor, and results. Make it a party and do the work together. You wouldn't bother to take out a meat grinder for one onion, but you will for a big deal. And if you're cooking up a lot of stuff which requires onions—and most casserole dishes and sauces seem to—do it all at once. Figure out how many recipes you are going to prepare, and the quantities required so everyone in the group will have something to tuck in the freezer—a pint of chopped onions, two cups chopped green pepper, two quarts of cream sauce, ¼ cup minced garlic, three cups chopped tomatoes, etc. Get all the chopping, slicing, and preparation out of the way first, and then start cooking. Just as they do in a restaurant.

When our cooks come to work each day they start preparing vegetables and seasonings. There are bowls, jars, crocks of all the various ingredients needed for the evening's business—chopped green onions, chopped mushrooms, finely chopped hard cooked eggs, chopped chives, finely chopped celery, parsley and shallots, sliced celery. All this is done ahead of time because once the dinner hour is under way they haven't time to stop and prepare ingredients. If they run out, of course, there's a helper to replenish the supply.

Well, that's the way to run a "freezing bee." Get everything ready and then you can sail right through and get a big production.

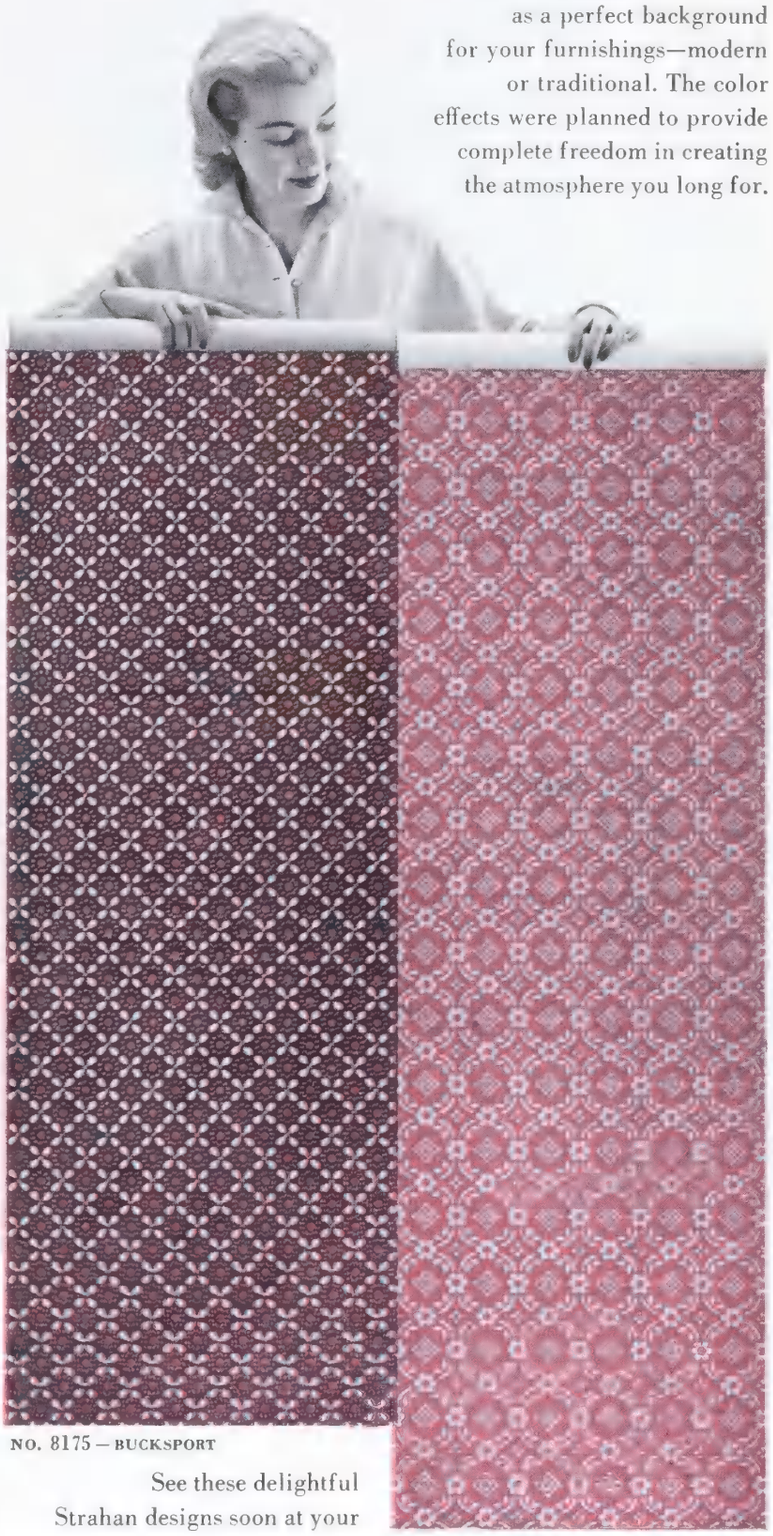
Aside from a freezing bee, acquire the habit of cooking more than you'll need of dishes which require time and care in prepara-

(*Please turn the page*)

for ***inspiration*** *start with a*

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YOUR FREEZER CAN FREE YOU

CONTINUED FROM PRECEDING PAGE

tion, those specialties which you don't serve very often, then freeze part of it. Stews are a good example. It is very difficult to make a good stew in small quantities and many people have got away from making stews because they have to cook so much of it to make it taste right and to get a full, rich flavor. If you have a freezer, instead of making enough for one meal, make enough for three or four dinners and freeze what you don't use. You may not want it for another month, but you will have it on hand to use any time.

You can do this same thing with many dishes, all kinds of casserole dishes and fish dishes. If you have a day at home, or a few hours to kill, cook up a casserole dish or two, let them cook thoroughly and put them in the freezer. When combining cooked foods to be baked en casserole, go ahead and arrange your casserole and freeze it. Put the lid on, tape it thoroughly, mark it and set in the freezer. When you are ready to use it, set it out to thaw and pop it into the oven. I don't recommend freezing an already baked casserole dish because it is likely to be overcooked. You can have several such dishes, in varying sizes, ready to serve for a quick supper. Just select the size needed for the number of people you want to serve.

Don't go sticking hot foods into your freezer. On the other hand, don't let a dish stand in the refrigerator for a week and then decide to freeze it. By that time you probably have bacteria and mould all ready for action which will really grow when the dish is thawed out. Dishes to be frozen should really be made for that express purpose. Don't let them hang around. Freezing only retards bacteria growth; it doesn't kill it.

Your freezer can be a great money-saver, as well as a convenience. It can be used to preserve foods that would otherwise spoil, it can be used to preserve foods bought when they are cheapest and it can give a fresh outlook to your leftovers.

As an example of my first point, I have been shooting pheasant in a game management club this fall. On one occasion I had shot about a dozen pheasant during extremely warm weather and I made the mistake of putting the birds in bags to keep the flies off, forgetting that the body heat would make them sweat and spoil. Well, when I got home they were practically spoiled. I had the cook skin and remove the breasts—the legs were spoiled, but the breasts were perfect. I could have taken those breasts, wrapped them well and frozen them just the way they were. Instead I sautéed them my favorite way, with a few shallots and mushrooms and a little bourbon whiskey and sour cream, made an extra amount of sauce and put two breasts to a serving in cartons and froze them. Now, whenever I want breast of pheasant I just thaw them and heat them with the sauce. This same thing can be done to any other game or poultry.

IT ISN'T very economical to freeze any fruits or vegetables when you have to pay top prices, but, if you can buy in quantities when the price is right, it's money in the piggybank. My wife and I were driving out in the country this summer during the peak of the strawberry season and saw, at a roadside stand, some of the most beautiful strawberries in my experience, and cheap too. They were fresh, big, of excellent quality so we bought four "lugs" of them. My wife converted two of them into jam which I like very much. The other two lugs we put up in plastic containers in sugar and froze them fresh. They turned out beautifully. Now whenever we want strawberry shortcake all we do is take out the berries, make a shortcake and there we are. Besides saving money, part of the fun is having berries put up by your own little lily whites. There's a certain satisfaction about it that "store-boughts" don't give you.

Incidentally, I recommend putting strawberries in plastic containers rather than wax containers. Wax containers have a tendency to flavor delicate things so I would suggest that you invest in a good freezer paper, get some gummed tape suitable for freezing (cellophane sometimes dries out and falls off), but there are adhesive tapes made for this purpose. Be sure when you are freezing foods to wrap them sufficiently so that the air can't possibly get to the product. These little plastic or pliofilm bags are excellent for this purpose. You can get them in various sizes, large enough for a big chicken or roast.

In packaging your frozen foods, be sure to label them fully and use a good ink that won't smear

(*Please turn to page* 189)



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YOUR FREEZER CAN FREE YOU

CONTINUED FROM PAGE 186

moisture or rub off. Make servings small so that you can out the number of servings need for the number of people will serve. If you have a family don't freeze in big quantities. r freeze in units of two or e servings. Even larger famiwill do well to freeze in units because sometimes not everys home, or you may have extra s. Casseroles can be figured e same way. It's better to have al small casseroles than one one and either have to use a leftover or throw it out. It going to refreeze successfully.

V in the treatment of lefters. I don't mean little dabs is and that, but substantial nts. For instance, you have a turkey left from a holiday r. When I was a kid we used ve cold turkey, then turkey then turkey à la king and turkey soup. By then we n't look turkey in the face. onder we didn't want to see er turkey until the following ay season. But you can freeze er turkey. Maybe in a week o you might want to make viches or a casserole dish. can freeze half of it whole se it cold for a buffet supper. u can take the meat off the . Package the white meat and dark meat separately, and ge the scrappy pieces sepafor creamed or casserole s. You'll always have the makfor a meal on hand.

u can handle roast beef the way. Rare roast beef will be as rare six months from now ust as good. You can thaw out roast beef, put it in the oven w temperature and still have tty good hot roast of beef.

st spring my daughter was a graduation party for a of girl friends and their . It was a midnight party a dance. We didn't have the est idea what these kids would how much, so I had a baker e up a lot of French pastries, l cakes and I had my cook e restaurant make several chicken casseroles. Well, we woke up the next morning ad enough chicken, cake and h pastry to throw another . The pastry would be abso- no good in another day and would founder ourselves on en if we ate it for a week, so we put the pastries in small cardboard boxes, wrapped them in locker paper, labeled them, and put them in the freezer. The chicken we put in a flock of plastic containers and put them in the freezer too. Now, when we want a nice chocolate eclair, all we have to do is reach in and pick out what we want and let it thaw for a few minutes and it's just as fresh and tasty as the day it was bought.

One thing about frosted pastries or cakes: They'll thaw out better if you let them do it slowly in the refrigerator. It takes a little longer but they won't sweat so much.

We buy those super-duper cakes from Blum's, iced and filled with flavored whipped cream, and freeze them. So we always have birthday and anniversary cakes on hand for special occasions. You can freeze fancy sugar icings, but the whipped cream looks festive, and the cakes thaw out perfectly.

And while we're on the subject of cakes, let's consider other baked goods. Cooky makers just miss the boat completely by not freezing cooky dough. Ice box cookies, made into rolls the size you want can be wrapped and frozen. Then when you want to make cookies you just thaw out what you want, slice and bake them. You'll have even better results than if you made them fresh. Other types of cookies, the kinds you roll out and cut with cutters, can be similarly handled.

Yeast breads and baking powder biscuits also take to the freezer. Freeze them raw, thaw them thoroughly and let them stand in a warm room before popping into a hot oven, or freeze them baked and just heat them again.

Bread is another thing that can be frozen to advantage and you'll always have fresh bread on hand. For instance, we like a whole grain bread that the Sir Francis Drake Hotel bakery makes. It's a lovely loaf of bread made of stone-ground whole grain wheat. But to go over to San Francisco every few days for bread is a lot of trouble, so I buy a dozen at a time and put them up individually in bags made especially for freezing and we always have a variety of fresh bread on hand at all times.

A good spaghetti sauce and meatballs are one of the best staples to keep in your freezer. It's just as easy to watch several pots as one, and it's just as easy to make a large batch of spaghetti sauce

(*Please turn the page*)



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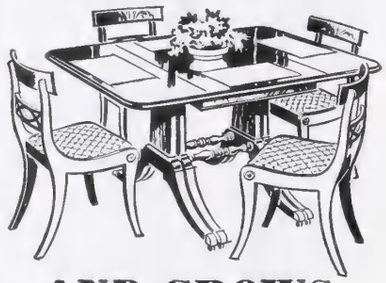
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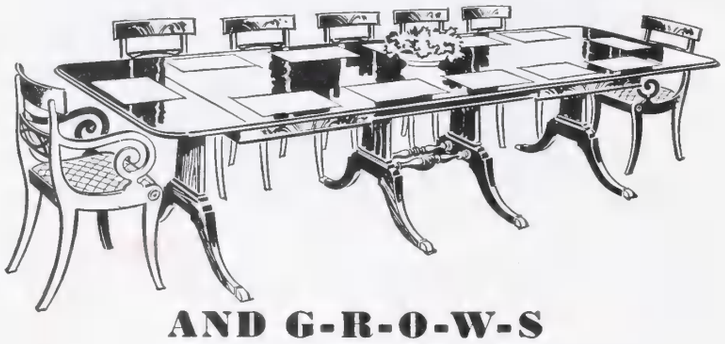
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CONTINUED FROM PRECEDING PAGE

as a small one. Incidentally, if you haven't a good spaghetti sauce recipe, I have, and you can use it for any number of meals—spaghetti, ravioli or meatballs. This one was given me by Philena Kelley and I'll give you her recipe for meatballs, too. I've eaten mountains of meatballs in my day—Russian, Italian, Swedish, French, German—but none like these. They're so light they melt in your mouth. Try them, and make enough for another meal and freeze them.

Philena Kelley's Meatballs

2 pounds finely ground beef
2 cloves garlic, chopped very fine
1 egg
1 No. 2 can spinach, drained and chopped
¼ teaspoon marjoram
Salt and pepper
6 slices bread
Milk
4 tablespoons grated Parmesan cheese

Drain and chop spinach and fry in oil until dry. Soak bread in enough milk to be absorbed and combine with meat, spinach, and seasonings, beaten egg, and cheese. Make into tiny balls and let stand on wax paper several hours, or all day. Drop into rapidly boiling, salted water and let cook for 10 minutes. No longer. Strain and arrange around spaghetti and pour sauce over them. Recipe for sauce follows.

Italian Spaghetti Sauce

Buy a cheap cut of veal and brown it in olive oil in a heavy pot or Dutch oven; remove meat and wilt a large onion, well chopped, in the same oil. Add a large piece of butter, a finely chopped clove of garlic, some rosemary, chopped parsley and celery and about six large, dried mushrooms which have been soaked in water to soften them. Cook together rapidly for a few moments and add a pinch of allspice, half a glass of red wine, two cans of tomato paste, and three cans of beef or chicken broth. Return the veal to the pot and simmer all day, adding liquid as necessary. Let stand overnight and cook again the next day. Remove the meat before serving as it will be utterly tasteless.

A last word for the person who lives alone. It may seem like a major investment but it is a tremendous help to better living. It gets pretty discouraging trying to prepare good meals for one person, night after night. It's too easy to slip into the bad habit of opening a can of soup or making a sandwich and washing it down with a of milk. It's bad for the plexion, the nerves and ge well-being. If the live-alone p would spend a day occasio cooking like crazy all kinds of things, she (or he) could d them up into individual por and have something good to home to at all times. A cass dish, for instance, could be vied up into individual casse sealed, labeled, and frozen, then if she wanted to bring a home all she'd have to do is out two casseroles instead of She could have hot-breads moment's notice just like any else. Meals for a week or two be planned, executed all at time, and frozen.

I had a chance, recently to what was in a really well-sto freezer. It fascinated me so, tually copied the inventory s

Run your eye over these lis see what I've been talking a

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Corned Beef Hash
Clam Chowder
Meat Sauce for Spaghetti

icken à la King
nadian Cheese Soup
ux
nch Dressing de luxe
paragus
d Snapper Chowder
ster Stew
aches
non Butter
rlic Butter
neapple Centerpiece
isins
me Bird
icken Livers
rbled Party Cookies
tter
can Coffee Cake
rs d'Oeuvres
Cherries
neapple Chunks
t Dogs wrapped with Bacon
rsley
out Packed lunch
ndwiches
eese Dip
mplete Meal
nic Lunches
it Salad Dressing
w Cream Puffs
povers
scuits
opped Nuts
opped Green Pepper
ndwich to be French-Toasted
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rd Sauce de luxe
nison Chili
dfish Cakes
afood Creole
afood Newburg
eamed Tuna
gs' Knuckles and Sauerkraut
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eese Salad
olded Salad
tato Pancake Batter
lian Spaghetti
inese Sauce
rbecue Sauce
ow Mein
icken Broth
nch Onion Soup
een Turtle Soup
rn for Barbecue
icken Mousse
rlic in Olive Oil
okies for Korea
iced Peaches
ttered Bread Crumbs
ked Pie
ndwich Loaf (Decorated)
nison Mincemeat
Upside-Down Cake
Tomato Soup Cubes
Petit Fours
Punchbowl Ice Block
Midget Corn Appetizers
Doughnuts
Fancy Ice Cubes (with holly, etc.)
Beef Croquettes
Lima Beans
Blueberry Muffins
Cauliflower
Cheese Sauce
Zucchini
Hot Tamales
Shish Kebab
Pumpkin Pie Filling
Fried Mush
Figs
Strawberry Milk Shake
Pressed Chicken
Welsh Rarebit
Fruit Jello for Lunch Box
Vegetable Jello for Lunch Box
Escalloped Potatoes
Sweet Potato Casserole
Gravy Cubes
Popcorn
Fancy Ice Cream Desserts
Popcorn Balls
Frosted Pilsener Glasses
Frosted Sherbet Dishes
Frozen Fruit Salad
Apples (baked)
Mushrooms
Blackberries
Brussel Sprouts
Chives
French Fried Eggplant
Chili Con Carne
Chick L'Aiglon
Baked Beans
Pizza Pie
Ravioli
Mashed Potatoes
Strawberries for garnish
Rainbow Fruit Ices (made from leftover fruit juices)
Olives in Pickle Juice
Grated Cheese
Unbaked Pie
Leftover Meat
Leftover Sweets
Leftover Candy
Leftover Whipped Cream
Birthday Cake (decorated)
Chopped Celery
Cans of Beer
Pastry Shells
Beef Broth Cubes
Apricots
Banana in Orange Juice
Baby Beets
Canapes, assorted
Cranberries
Cucumbers
Cuban Bread
Leftover Pimentos
Rhubarb
Marshmallows
Brown Sugar

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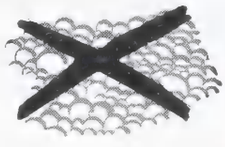
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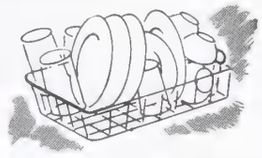


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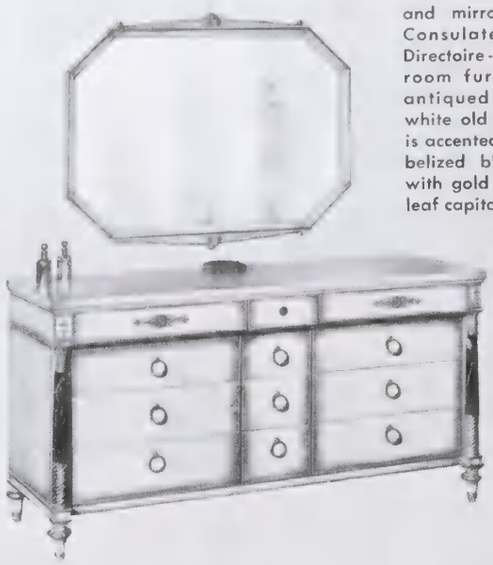
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CONSULATE *dresser*

Pictured are the dresser and mirror from our Consulate group of Directoire-Empire bedroom furniture. The antiqued parchment white old vellum finish is accented by the marbelized black columns with gold toned, metal leaf capitals and bases.

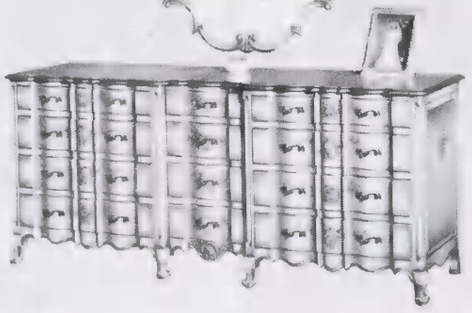


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2. List your favorite colors, and tell us which styles of decoration and furniture you prefer. Describe the furnishings you wish to keep and what you desire to buy new. Tell us whether your taste leans to wallpaper or paint.

3. Describe your location, whether city, suburban, or country. If there is a particular condition which must affect your choice of furnishings, please mention it. State your problems clearly in separate paragraphs. The more carefully you follow the instructions, the more helpful you will find the decorating advice you receive.

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4. We will send you this information—four pages of it—clipped together in an orderly, easy-to-refer-to portfolio, 8″ x 10″. All samples will be pasted down neatly and securely on the pages so you won't mix them or lose them.



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THE AGE OF GREAT ARCHITECTURE

CONTINUED FROM PAGE 170



This view of the master bedroom of the Shaw house, designed by Architect Yeon, indicates the quality of drama and beauty that unfolds as one moves through the rooms. Unfortunately, photographs can but hint at such truly great architecture as this house in Portland, Ore.



Yeon's feeling for detail is clearly shown in this brass light fixture which he himself designed and hammered out. It is his meticulous regard for comfort, function, and beauty that makes his work so outstanding.

The raised central portion provides for high light and ventilation in the large rooms where the periphery walls are backed by service rooms. The windows are all fixed glass. Ventilation is through louvered openings supplemented by exterior doors opening on the covered terraces.

An ordered calm is achieved without the static use of symmetry. At the same time, the variety of forms is held together by the dominance of the simple, rectangular base and roof. Around the house, the plant material is of a slow-growing dwarf species so as to foster the illusion of size. Inside, the same illusion continues, contributed by high ceilings, low windows and recesses, delicate moldings, small-scaled furniture.

Whence came the architectural wisdom of John Yeon, born October, 1910? You might ask how the young Mozart learned about music so that he could write symphonies when he was nine years old. John Yeon, too, is a case of genius, precocious and mysterious, in the sense that all creativity is mysterious. He is an example of American genius, lonely, isolated, nourished by the region he was born in (Oregon), but never wholly explained by it or fixed in it. He is simultaneously regional and universal, a man who has wrestled



This detail from the living room is an excellent example of how good modern architecture can be a perfect background for period and antique furniture. Chinese desk, Venetian chandelier-lamp, and French chairs are completely at home with each other in this house.

iswers out of nature on his own id by so doing finds his place the thin, front rank of Melville, Whitman, Thoreau, Wright, Faulk-er, and other lonely men of chievement.

John Yeon is descended from rench Canadian stock on his ther's side and Pennsylvania utch on his mother's. His father ed when John was eighteen and ft a permanent impression on his ildren's lives. The elder Yeon was Horatio Alger type of success, vhich still weighs heavily on all us," his son recalls.

His father made his fortune in rly logging operations in Oregon id spent much of his later life public service, promoting state ghways that protected the dra-atic landscape they traversed.

John Yeon recalls a devotion to e same Oregon landscape at a ry early age. So, from twenty to venty-five, he too devoted himself conservation. However, from the ge of twelve, his passion has al-ays been architecture and garden esign. He drew it constantly. orked on houses and in architects' fices for summer apprenticeships, ade models and built miniature, ack-yard landscapes. (In his later lucation there was little formal architectural training. At the time, he says, there were no schools offering what he was seeking.) Today one can readily see that the materials of architecture are his mother tongue; that he is completely at ease with his craft and his craft's particular problems. So natural and inevitable are his solutions that it takes considerable study before their subtlety becomes apparent.

It was Yeon's early hope that all the variety of landscapes he knew would have architecture which translated their spirit into forms which were livable. Outside influences, which he readily admits are constant and numerable, were sifted for application to the original hope and program. During his first trip to Europe, it was the buildings of the Northern countries which most impressed him because materials, climate and often landscape seemed kindred to the regions at home. Early wooden structures in Sweden left a subtle influence on his work. The Chinese attitude towards nature, as revealed in their paintings, was a comfort and inspiration to him. Their delight in the wilderness and their nourishment from it on its own terms were under-

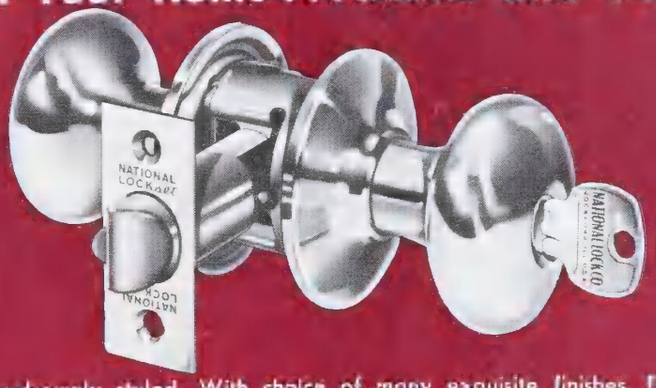
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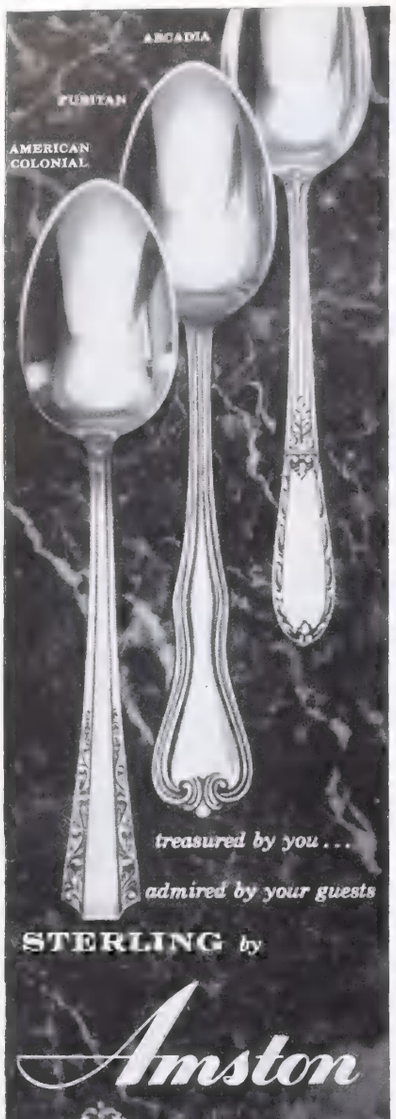
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THE AGE OF GREAT ARCHITECTURE

CONTINUED FROM PRECEDING PAGE

standable to Yeon, whereas the European attitude of keeping nature at heel, or as a backdrop for formal, aloof geometry, seemed to him strained and strange.

Here, in America, he has spent much of his time looking at barns and he has amusingly divided his own work into "Barn Style" and "Palace Style." (The Shaw house he terms "Palace Style.") And unquestionably the barn has been a source of inspiration in much of our native building. Its silhouette can clearly be seen in modern American architecture. But it is in Yeon's giant step towards a "Palace Style" that something new seems to be appearing (or possibly reappearing) in our scene. With it, a ringing note of gaiety and exuberance is once again sounded, a revolt declared against the poverty-stricken clichés of doctrinaire International Stylists with their machine forms and concrete cubes. It announces a new enrichment in American life, a vital, creative force that scorns the dogmas of the new academicians, a warmth and sympathy for the individuality and high spirits of the free man.

Yeon calls his work romantic, but recognizes that romanticism, uncontrolled and extreme, can tend towards artistic chaos. Classicism, too, he feels, has its danger—an emphasis on inhuman order. Architecture, then, must work out its salvation between chaos and inhuman order. (Influential in his thinking here was Geoffrey Scott's *The Architecture of Humanism.*) But the road it takes should always veer towards the romantic, which means that the architect must be responsive to the particular situation, mood, setting, and demands of each building, each site, and each owner.

With the famous Watzek house, built before World War II, and now the Shaw house, just finished, John Yeon exhibits the great range possible for an architect who is sensitive and responsive to the variety of life, whose creative vision is unobscured by arbitrary rules and limitations. He roams at will from the construction of a house nestling in the woods to the building of a "Palace Style" structure that dominates its site and is yet subservient to man. He proves, with the Shaw house, that the next American democrat can be a lord of life, if he studies, chooses, and builds the architecture for it.

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Chicago . . Jim Brown Drapery
Chicago . . . . . H. L. Calloway Co.
Chicago . . . . . Carson, Pirie Scott Co.
Chicago . . . . . Colonial Drapery
Chicago . . . . . Empire Fabrics
Chicago . . . . . Estelle Drapery
Chicago . . . . . Holland Drapery
Chicago Knowles Furn. & Drapery
Chicago . . . . . Lamon Drapery
Chicago . . . . . Lee's Drapery
Chicago . . . . Madewell Slipcover
Chicago . . . . . Mandel Brothers
Chicago . . . . . Loren Miller
Chicago . . . . . National Fabrics
Chicago . . . . . Perfect Slipcover
Chicago . . . . . Relax Upholstery
Chicago . . . . . Reliable Slipcover
Chicago . . . . . Runnals Brothers
Chicago . . . . . John M. Smyth
Chicago . . . . . Wolke — Kotler
Chicago Heights . . . . . Rau Store
Danville . . . . . Penry Furniture
Decatur . . . . . Miller — O'Neil
DeKalb . . . . . M. F. Malone
Des Plaines . . . . . Koeppers
Dixon . . . . . Eichler Brothers
Elgin . . . . . Ackermann's
Elgin . . . . . Joseph Speiss & Co.
Elmhurst . . . . . Allswangs
Evanston . . . . . Lord's Inc.
Fairbury The Walton Dept. Store
Galesburg . . . . . Brouillettes
Galesburg . . . . . O. T. Johnson
Harrisburg Lloyd L. Parker Furn.
Highland Park . . . . . J. B. Garnett
Hinsdale . . . . . M. Kaufman & Sons
Jacksonville . . . . . Waddell's
Joliet . . . . . The Fabric House
Kankakee . . . . . Lesser's Furniture
La Grange . . . . . Harmon Irons Co.
La Grange La Grange Upholstery
La Salle . . . . . Haines Sewing Center
Litchfield . . . . . Wesley — Wagner Inc.
Macomb . . . . . Scripps — Reno Co.
Marion . . . . . The Sally Shoppe
Mattoon . . . . . Dept. Store
Mendota . Foster Uph. & Drapery
Milan Smith's Furn. & Appliance
Moline . . . . . Block & Kuhl Co.
Moline . . . . . Columbia Furniture
Moline . . . . . Meridian's Home Fashionette
Monmouth . Colwell's Dept. Store
Murphysboro B. & K. Furn. Co.
Oak Park . . . . . Century Drapery
Oak Park . . . . . Dra-Draperies
Oak Park Wm. Y. Gilmore & Sons
Oak Park . . . . . Oak Park Slipcovers
Paris . . . . . Jones of Paris
Pekin . . . . . N. Rewling Co.
Peoria . . . . . Fay Fabrics
Pittsfield . . . . . Strauss Co.
Pontiac . . . . . Johnson's Town & Country
Quincy . . . . . Roy Bennett Ltd.
Quincy . . . . . Stipe Co.
River Forest . . . . . Davis — Roth
Rochelle . . . Whitson Dry Goods
Rockford . . . . . Block & Kuhl Co.
Rockford . . D. J. Stewart & Co.
Robinson . . Fair Furniture Store
St. Charles . . . . . Boeger's Dept. Store
Springfield . . John Bressmer Co.
Sterling . . . . . Dunbar Furniture
Streator . . . . . Robert Smith Furn.
Taylorville Bulpitt Furniture Co.
Washington Floors & Walls Inc.
Waukegan . . . . . Globe Dept. Store
Waukegan Goodman's Dept. Store
Westchester . . . . . Chintz & Prints
W. Frankfort McDonald Fab. Shop
Wilmette . . . . . Brandt Upholstery
Woodstock . . Woodstock Dry Gds.
Zion . . . . . Fabric House

INDIANA
Anderson Anderson House of Stone
Auburn . . . . . Schaab & Brothers
Bloomington . . . . . The Wicks Co.
Bluffton . H. W. Walmer & Co.
Columbus . . . . . The White House
Crown Point Crown Point Drapery
Elkhart . . . . . Charles S. Drake Co.
Evansville . . . . . The Curtain Shop
Frankfort . . . . . McKown's
Franklin . . . . . Swank's
Ft Wayne . . . . . Earl Grath Co.
Gary . . . . . Glen Park Drapery
Greensburg . . . . . Dalmbert Co.
Hammond . . Jim Brown Drapery
Hammond . . . . . Hammond Drapery
Hammond . . . . . E. C. Minas Co.
Indianapolis L. S. Ayers & Co.
Indianapolis Wm. P. Block Co.
Jasper . . . . . Sermersheim Brothers
Lafayette . . . . . Loeb's
Logansport . . . . . Golden Rule
Marion Model Venetian Blind & Co.
Michigan City . . . . . Lindquist Carpet
Michigan City . . . . . M. C. Dry Goods
Muncie . . . . . Collegienne Shops
Muncie . . . . . Lawler's of Muncie
New Albany Reisz Furn. Co.
New Castle . . . . . McCormack
Peru . . . . . Senger Dry Goods
Plymouth . F. W. McKown's
Portland . . . . . Weiler Brothers
Richmond . . . . . Lawler's
Richmond . . . . . Weiss Carpet
Shelbeyville . Bryant — Roth Co.
South Bend . . . . . Wyman's
Terre Haute . . . . . Ferguson & Son
Washington The Hamersly Store

IOWA
Algona . . . . . Chrisschelites Store
Burlington . . J. S. Schramm's
Cedar Falls . . . . . Hughes Dry Goods
Cedar Rapids . . . . . Cartwrights
Davenport . . . Block & Kuhl Co.
Decorah . . . . . Goetch's
Des Moines . . . . . Younker Brothers
Dubuque . . . . . J. Stampfer Co.
Ft. Dodge . . . . . Gates Dry Goods
Le Mars . . . . . Hoffman Paint
Muscatine . . . . . McColm & Co.
Newton . . . . . The Curtain Shop
Oskaloosa . . . . . Alsopp
Ottumwa . . . . Kiple & DeRenger
Sheldon . . . . . Starrett Brothers
Sioux . . . . . Younker — Davidson
Spencer . . . . . Davies Co.

KANSAS
Wichita . . . . . George Innes Co.
Hutchinson . . . . . Pegues-Wright Dry Gds. Co.
Topeka . . . . . Crosby Brothers
Hays . . . . . The Classic Store
Dodge City . . . . . Eckles Brothers
Great Bend Lischesky D. G. Co.
Manhattan . . . . . Cole's
Emporia James A. Poole D.G. Co.
Salina . . . . . Simmons Dry Gds.
Kansas City . The Bell Davis Shop
Mission . . . . . The Fabric Fair
Ashland . . . . . Parsons Furn. Store
Ashland . . . . . Topping Christian
Bowling Green . . . . . Sam Pushin
Lexington . . . . . Purcell's
Lexington . . . . . Stewart's
Louisville . . . . . Kaufman Strauss
Louisville . . Stewart Dry Goods
Madisonville . . . . . Baker & Hickman
Owensboro McAttee, Lydane & Ray
Radicah . . . . . Walsh's
Shelbyville Stanley G. Lawson's

LOUISIANA
Alexandria . . . . . Wellmans'
Baton Rouge . . . . . Dalton's
Lafayette . . . Maurice Hymann's
Monroe . . . . . The Place (Annex)
New Orleans . . . . . Krauss Co.
Shreveport . . Adolla's Furn. Store
Ravue . . . . . Mervine — Kahn
Ruston . . . . . Lewis & Co.
Shreveport . . . . . Murphey's

MAINE
Augusta . . . . . D. W. Adams Co.
Bangor . . . . . The Senter Co.
Ellsworth . . . . . Kineo Mill End
Lewiston . . Senter Giroux Cannif
Portland . . . . . Porteous Mitchell & Braun

MARYLAND
Annapolis . . . . . The Fabric Mart
Baltimore . . . . . Apex Drapery Co.
Baltimore . . . . . The May Co.
Bladensburg Bill-Rite Uph. & Dec.
Cambridge Harrington & Wilson
Easton . . . . . The Cotton Shop
Frederick . . . . . C. C. Carty
Hyattsville . . . . . France's Slipcover & Drap. Shop
Indian Head . . . . . Ely's Dept. Store
Salisbury . . . . . Triangle Decorators
Salisbury . . . . . R. E. Powell Co.
Silver Spring . . . . . G. Peyser Co.
Westminister T. W. Mather & Sons

MASSACHUSETTS
Attleboro . . . . . Fines
Boston . . . . . Jordon Marsh Co.
East Dedham . . . . . Mill No. 2
Edgartown . . . Halls Dept. Store
Falmouth . . . . . Buttner Co.
Fitchburg . . Kidder & Davis Co.
Harwichport . . . . . Buttner Co.
Hyannis . . . . . Buttner Co.
Lawrence . . . . . Weils Inc.
Lexington Bakers Dress Gds. Co.
Malden . . . . . Cherkas Decorating
Mansfield . . . . . Martin Fabrics
Nantucket . . . . . Buttner Co.
Natick . . . . . Natick Mill Outlet
Needham . . . . . Jackson Shops
New Bedford . . . . . C. F. Wing Co.
Northampton . . . . . McCallums
Northampton . . . . . T. H. Edge Co.
Norwood . . . . . Martin Fabrics
Pittsfield . . . . . England Brothers
Plymouth . . . . . Buttner Co.
Quincy . . . . . Robert Garrett & Co.
Quincy . . . . . Lindwood Studios
Quincy . . . . . The Spinning Wheel
Randolph . . . . . Rudco
Salem . . . . . Barnett Fabrics
Salem . . . . . Jeffery Brothers
Springfield . . . . . Albert Steiger Co.
Vineyard Haven . Vinyard D.G. Co.
Wellesley . . . . . E. A. Davis Co.
Winchester . . . . . Dorothy Ellis
Whitman . . . . . The Spinning Wheel

MICHIGAN
Alpena . . . . . Better Homes Curt. & Drap.
Ann Arbor . . . . . Goodyear's
Battle Creek . . N. A. Bergey Int.
Battle Creek . . . . . Robinson
Bay City Anderson's Fabric Center
Bay City . . . . . Westgart's
Benton Harbor . . . . . Troost Brothers
Dearborn . . . . . Thomas H. Millington Int.
Detroit . . . . . The Bedell Co.
Detroit . . . . . Bert Studios
Detroit . . . . . Cadillac Drapery
Detroit . . . . . Hudson
Detroit . . . . . Ernst Kern Co.
Detroit Mack Curtain & Drapery
Detroit . . . . . Morgarth Studio
Flint . . . . . Smith Bridgman
Grosse Pointe . . . . . Jacobson's
Grosse Pointe Woods . . . . . Mack Curtain & Drapery
Grosse Pointe Woods . . . . . Rabaut's Fabric Mart
Holland . . . . . Devries-Dornbos
Kalamazoo . . . . . Vogue Shoppe
Mount Clemens . . . . . Schmidt's
Mt. Clemens Prieh's Dept. Store
Muskegon . . . . . Bassett's Home Comfort Shop
Muskegon Grossman's Dept. St.
Plymouth . . Cadillac Drapery
Pontiac . . . . . Motl's Inc.
Saginaw . . . . . McMullen
Saginaw . . . . . A. B. Myers
Saginaw . . . . . Weiss Adam's
Sturgess . . . . . Allied Textiles
Windsor . . . . . H. Smith Co.
Wyandotte Lucille's Linen Shop

MINNESOTA
Albert Lea . . . . . Wallaces
Alexandria . . . . . Herberger's
Austin . . . . . Jane's Drapery
Bemidji . . . . . O'Meara's
Brainerd . . . . . O'Brien Merc.
Duluth . F. B. Kelly Furn. Co.
Fairmont . . . . . Bob Wallace Merc.
Faribault . . . . . Sellners Draperies
Fergus Falls . . . . . O'Mearas
Hibbing . . . . . Herbergers
Mankato . . . . . Bretts Dept. Store
Minneapolis . . . . . Dayton Co.
Minneapolis . . . . . Pink Supply Co.
New Ulm . . . . . Herbergers
Owatonna . . . . . Kelly Co.
Red Wing . Peterson Dec. Studio
St. Cloud . . . . . Fandel's
St. Paul . . . . . Schunemann's
Virginia . . . . . Ketola's
Waseca . . . . . H. Choate Co.
Worthington . . . . . Wright Drapery

MISSISSIPPI
Jackson . . R. E. Kennington Co.
Vicksburg . . . . . The Valley

MISSOURI
Cape Girardeau . . . . . Rust & Martin
Clayton . . . . . Gutman's Dept. Store
Clayton . . . . . Famous Barr Co.
Independence A. J. Bindschu Co.
Joplin . . . . . Christman D.G. Co.
Kansas City Emery Bird & Thayer
Kansas City . Duff & Repp Furn.
Kansas City . . . . . Robert Smith Furn.
Kansas City . . . . . Macy's
Kirkwood . . Benson's Dept. Store
St. Joseph . . . . . Hirsch Brothers
St. Louis . . . . . Famous Barr Co.
St. Louis . . . . . Famous Barr Co. (Southtown St.)
St. Louis . . . . . Stix Barr & Fuller
Sedalia C. E. Flower D.G. Co.
Springfield . Sedgwick' Furn. Co.

NEBRASKA
Holdrege . . Home Decor. Shop
Lincoln . . . . . Miller & Paine
Omaha . . . . . Fries Drapery Shop
Omaha . . . . . Orchard & Wilhelm

NEW HAMPSHIRE
Claremont Houghton & Simonds
Keene . . . . . Keene Mill End Store
Laconia . . . . . Lougee Robinson Co.
Lebanon . . . . . Currier & Co.
Portsmouth . . . . . George H. Kimball

NEW JERSEY
Asbury Park . . . . . H. Milberg
Asbury Park Asbury Drap. Shop
Atlantic City . . . . . Carmen Decorators
Atlantic City . . . . . M. E. Hall Co.
Atlantic City . . . . . Uph. Supply Co.
Bayonne . . . . . Freedman's
Bayonne . . . . . Goldman & Barlads
Bergenfield Marvel Curtain Shop
Bridgeton . . . . . Bowen's Dept. Store
Bridgeton . . . . . The Zambone Store
Camden . . . . . J. P. Van Sciver Co.
Dumont . . . . . Modern Upholstery
Dumont . . . . . Sullivan's Fabrics
Elizabeth Binders Curtain Store
Elizabeth Elizabeth Mill End Shop
Herbertsville . . . . . Lyric Silk Shop
Jersey City . . . . . Home Novelty
Jersey City . . . . . Royal Decorators
Linden . . . . . Fine Art Upholstery
New Brunswick . . . . . Lucky Shop
New Brunswick . . . . . Pound Store
Newark . . . . . Carl F. Rasen's
North Arlington . . . . . Otto's Uph.
Orange . . . . . Gold Furniture Co.
Orange . . . . . Stanley Decorators
Perth Amboy . . . . . Carleton Fabrics
Perth Amboy Exclusive Decorator
Plainfield . . . . . Chain Decorators
Plainfield . . . . . Kay's Decorators
Plainfield . . . . . Schwartz Fabrics
Teaneck . . . . . Louis V. Bueno
Trenton Boothserstone's Interiors
Trenton . . . . . Faber's
Trenton . . . . . J. Fred Connors
Trenton . . . . . Nevius-Voorhees
Trenton . . . . . Carl F. Rasen's
Trenton . . . . . Reliable Silk Shop
Westfield . . . . . Mathews Decorators

NEW MEXICO
Albuquerque American Furn. Co.
Albuquerque . . . . . Broome Furn.
Albuquerque Diamonds Fab. Shop
Albuquerque . . . . . Home Beautiful
Albuquerque . The Fabric Shop
Albuquerque . . . . . Mill End Shop
Albuquerque . . . . . Modesta's Maple Shop
Clovis . Dorene's Fashion Fabric
Roswell . . . . . Purdy's Furn. Co.
Santa Fe . . . . . Dendahl's

NEW YORK
Asteria . Star Cotton & Silk St.
Astoria . . . . . Weilers
Bayshore . . . . . County Fair Cotton
Bayshore . . . . . Mutual Decorators
Bellrose . . . . . Turnau Fabrics
Bronx . . . . . Allerton Upholstery
Bronx . . . . . Artistic Decorators
Bronx . Better Made Curtains
Bronx . . . . . Cameo Decorators
Bronx . . . . . Capitol Decorators
Bronx . . . . . Sidney Cornfield
Bronx . Griebers Silk Weave
Bronx . . . . . Larjo Curtain Shop
Bronx . . . . . Lawrence Decorators
Bronx . . . . . Lieberman Decorators
Bronx . . . . . Lenora Decorators
Bronx . . . . . Meyers Upholstery
Bronx . . . . . Raymond Upholstery
Bronx . . . . . Rosen's
Bronx . . . . . Rose Decorators
Bronx . . . . . Sander Decorators
Bronx . . . . . T. White
Brooklyn . . . Bedford Decorators
Brooklyn . . . . . R. Cohen
Brooklyn . Dorchester Decorators
Brooklyn . . . . . Feld's Decorators
Brooklyn . . Flash Interior Dec.
Brooklyn . . Fresh Road Slipcover
Brooklyn . . . . . Friedman Decorators
Brooklyn . . . Hertzan Decorators
Brooklyn . . . . . Mandel Decorators
Brooklyn . . . . . Munz Fabrics
Brooklyn . . . . . Ornstein Decorators
Brooklyn . . . . . Plymouth Decorators
Brooklyn . . . . . I. Salvin
Brooklyn . . . . . Springer's Decorators
Brooklyn . . . . . Style Center
Buffalo . . . . . J. N. Adam
Buffalo . . . . . William Mengerr
East Hampton . . H. M. Diamond
Endicott . . . . . The Caravan Shop
Franklin Square . . Franklin Dec.
Fresh Meadows Fabric Shop
Garden City . Frankel's Sof. St.
Great Neck . . . . . Creative Decorators
Hemmstead Hempstead Furn. Co.
Jackson Heights Herald Dec. Fab.
Jackson Heights Jackson Silk St.
Jackson Heights . . . . . Urban Dec.
Jamaica . . . . . Newark Mills
Jamestown . . . . . Bigelow's
Jamestown . . . . . Nelson's
Kenmore . . . . . Shaw's Textile
Manhasset . Fab. Fashion Inc.
Manhasset Manhasset Mill End
Mt. Kisco . . . . . H. Crane & Son
Mt. Vernon Feldstein Decorators
New Rochelle Bloomingdale Bros.
New York Brunswick Decorators
New York . . . . . A. Menin
New York . . . . . Sandor Decorators
New York . . . . . Toonkel Uph.
New York . . . . . West End Fabrics
Niagara Falls . Kahn Decorating
Nyack . . . . . Bliss Decorators
Olean . . . . . A. E. Ewing
Patchogue . . . . . Canter's
Patchogue . . . . . Sandra Decorators
Peekskill . . . . . Citron Uph. & Dec. Service
Peekskill . . . . . Robbins
Port Chester . . The Mulquin Co.
Riverdale . . . . . Fay & Sons
Scarsdale . Charles N. Mead Co.
Schenectady . . . . . Arizona Uph. Co.
Tarrytown Lenes Yard Goods St.
White Plains . Cantor & Ackerman
White Plains . . . . . Saxon Fabrics
Woodhaven . . Arizona Uph. Co.
Yonkers . . . . . Dihos Decorators
Yonkers . . . . . Fenner Decorators
Yonkers . . . . . Reliable Silk Store

NORTH CAROLINA
Ashville . . . . . Bon Marche
Burlington The Textile Sales Rm.
Charlotte . . . . . Belk Brothers Co.
Charlotte . . . . . Dorsey's Inc.
Goldsboro . . . . . Weils Inc.
Greensboro . . . . . Bradley Wyrick Shade & Drap.
Greensboro . . . . . Morrison Necrece
Greenville . . . . . Belk Tyler Co.
High Point . Efird's Dept. Store
Lexington . . . . . A. F. Ward Co.
Raleigh . . . . . National Art Shop
Raleigh . . . . . Weavers Textile Co.
Roanoke Rapids Leggetts Dept. St.
Rocky Mount Decorating Fabrics
Rocky Mount . . . . . Weavers Fabrics
Salisbury . . . . . Dave Oestreicher
Wilson . . . . . R. E. Quinn Co.
Winston Salem . . . . . The Ideal

NORTH DAKOTA
Fargo . . . . . Store Without A Name
Grand Forks . . . . . Bill Larson Co.
Jamestown . . . . . Eddy Furn. Co.

OHIO
Akron . . . . . O'Neils'
Akron . . . . . A. Polsky Co.
Ashland . . . . . The Home Co.
Athens . . . . . Baker & Staerker
Bellevue . . . . . A. Ruffing Store
Chagrin Falls . . Brewster Church
Cincinnati . . . . . Gerlach's
Cleveland . . . . . Higbee Co.
Cleveland Wm. Taylor Son & Co.
Columbus . . . . . F. R. Lazarus
Dayton . . . . . Rike Kumler Co.
Dayton . . . . . Philip Shields Inc.
Defiance . . . . . Harding's
Delphos . . . . . Weaver's
Elyria . . . . . Welsh Draperies
Euclid . . . . . Curtain Shops Inc.
Fairfield . . . . . Patterson's
Fostoria . Eddie A. Speiddenner
Fremont . . Paul E. Speiddenner
Greenville . . . . . The Palace
Hudson . . . . . Dodd's Dept. Store
Lakewood Roy E Purdum Studio
Lancaster Charles F. Wiseman
Lorain . . . . . Fenner Floors
Mansfield . . . . . N. L. Reed Co.
Marion . . . . . Curtain Shop
Medina . . . . . The Ziegler Store
Middletown . . Bates Shop Inc.
Middletown Rathman Troup Furn. Co.
Milan . . . . . Grace Dickerson
Mount Vernon . . . . . The Rudin Co.
Newark . . . . . Paul's
Piqua . . . . . J. W. Brown Store
Piqua . . . . . Buecker's
Ravenna . . . . . Miller's
Sidney . . . . . Uhlman's Dept. Store
South Euclid . . . . . Bradley's Window Shop
Toledo . . . . . Lamson's
Toledo . . . . . La Salle & Koch
Toledo . . . . . Snyder's
Van Wert . . . . . John Earl Inc.
Willoughby . . . . . William Meil Inc.
Xenia . . . . . Galloway & Cherry
Youngstown . G. M. McKelvey Co.
Zanesville . . . . . Walter N. Mees

OKLAHOMA
Ardmore . . . . . A. B. Rawl
Enid . . . . . Herzber
Muskogee . . . . . Calhe
Norman . . . . . Landsaw Furni
Oklahoma City . . . . . Ne
Ponca City . . . . . Glen Paris & Si
Shawnee . . . . . Cooke
Stillwater . . . . . Frye's Fine Fab
Tulsa . . . . . Vandeve
Wewoka . . . . . Lipp

OREGON
Eugene . . . . . The Broade
Portland . . . . . The Curtain St
Portland . . . . . Lipman Wolfe

PENNSYLVANIA
Allentown . . . . . The Cotton St
Allentown . . . . . H. Leh &
Altoona The Spinning Wheel G
Ardmore . . . . . John Mure
Bethlehem . . . . . Fontan
Boyertown . . Le Ferre Shop
Bristol . . . . . Acker Upholstery
Bristol . . . . . Peter Pan Linen Sh
Easton . . . . . Lauter & Fuhr
Erie . . . . . The Boston St
Erie . . . . . Diet
Falsom . . . . . Governatore Broth
Freeland . . . . . Bertha Shop
Germantown James S. Jones &
Harrisburg . . . . . Bowma
Hazleton . . . . . Arlen
Kennett Square . . . . . Yeaton's Dept. St
Kingston . . . . . Jewell Pe
Lansdowne . John P. Schmidt
Lansford . . . . . Bright Stores
Lehighton . . Krieger's Dec. St
McKeesport . . . . . Hirshenst
Media . . . . . Media Upholstering
New Kensington . . . . . Ha
Norristown . . . . . Charin Mar Home Furnish
Philadelphia . George Allen
Philadelphia . Carlton Decorat
Philadelphia . . . . . John Depa
Philadelphia Economy Fab. Mi
Philadelphia . . . . . Gimbel Bro
Philadelphia . Kessler & Kess
Philadelphia . . . . Leedes Fas
Philadelphia . . . . . Mariner In
Philadelphia . . . . . Oskar Hut
Philadelphia . Stout Brothers
Philadelphia . . . . . Strawbridge & Clothi
Philadelphia . . . . . Textile Commission
Philadelphia . . . . . Wikter Mart
Pittsburgh . . . . . Bell Furnis
Pittsburgh . . Joseph Horne
Pottstown Mill End Fabric Sh
Quakertown . . . . . Holsinger's Furn. Sh
Scranton . . . . . Stoehr & Fist
Sharon . . . . . Wilson & S
Tamaqua . Mitchell's Furn. Ma
Wilkes-Barre . . . . . Deco Sh
Wilkes-Barre . . . . . Isaac Le
Wilkensburg House of Decorati

RHODE ISLAND
East Providence Bernice Bergen
Pawtucket . . . . . Sherman
Providence . . . . . The Outlet C
Woonsocket Eisenberg & Tickti

SOUTH CAROLINA
Anderson . . Gene Anderson In
Anderson . . . . . Bailes Dept. Sto
Charleston . . . . . Mesco
Greenville . . Belk Simpson C
Orangeburg . . . . . Interiors In
Spartanburg . . . . . Aug Sm

SOUTH DAKOTA
Aberdeen . . . . Olwin-Angell
Rapid City . . . . . Dusek Fu

TENNESSEE
Bristol . . . . . King
Chattanooga . . . . . Lovema
Clarkesville . Brenner Furn. C
Jackson . . . . . Hollan
Johnson City . . . . Dosser's Inc
Johnson City . . . . . King
Kingsport . . . . . W. B. Green
Knoxville . . . . . S. H. Green
Knoxville . . . . . Miller's In
Marysville . . . Profitt Dept. Sto
McMinnville . Kings Dept. Sto
Murfreesboro . . . . . Goldstein
Nashville . . . . . Cain Sto
Nashville McClures Dept. Sto

TEXAS
Abilene . . . Star Drapery Sho
Amarillo . . . . . Goyne Stu
Austin . . . . . Scarbrough
Corpus Christi . . . . . Lichtenstei
Corsicana . . . . . Dyer
Dallas . . . Titche-Goettinger C
Denison . . . . . Nelson's
Jenning's Furn. (North Sto
Denton . . . . . Russell
El Paso . . . . . The White Hou
Ft. Worth . . . . . Stripling
Freeport . . . . . Kendall-Hodge
Galveston Nu-Way Carpet & Upr
New York . . . . . Martin-McDona
Harlingen . . . . . Crossland
Houston . . . . . Stower
Huntsville . . . . . Grand Leade
Kerrville . . . . . Kerrville
Longview . . . . . McWilliam
Lubbock . . . . . Hemphill-Wel
Marshall . . . . . Weems
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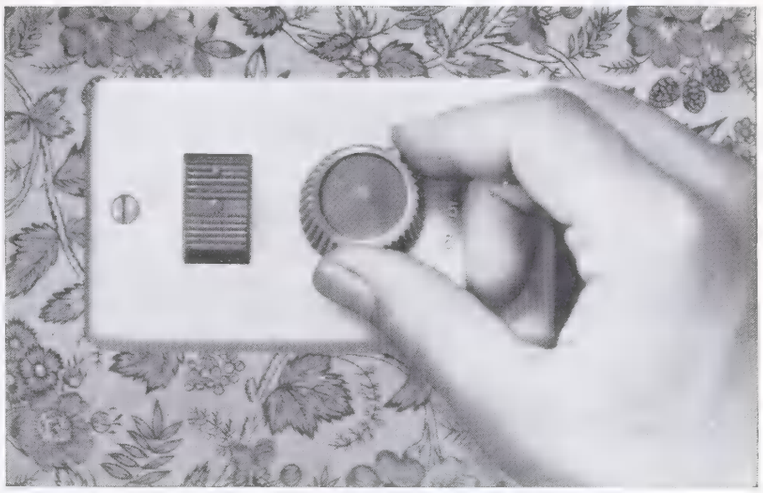


Through this gate, behind this brick wall, lies a beautiful, unsuspected garden. From the street the only clue to its existence is a tree which displays dark branches against white house wall.

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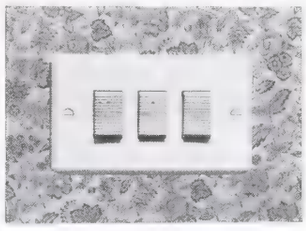
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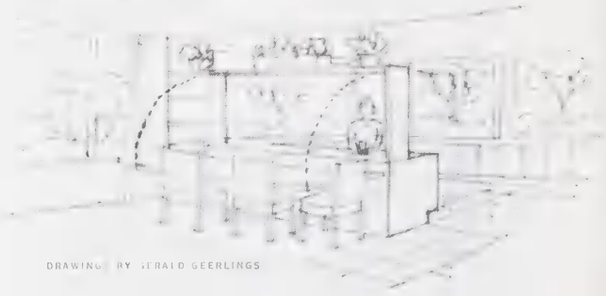
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THE NEXT AMERICAN HOUSE

CONTINUED FROM PAGE 145

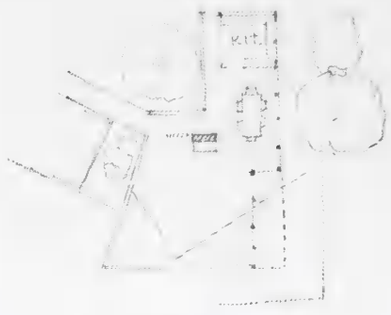
roadside diner finally comes into the house. The counter likely has an ingenious flip-over barrier that makes it part of the living area, shutting out the kitchen, or vice-versa. People have only just begun to invent what it takes.



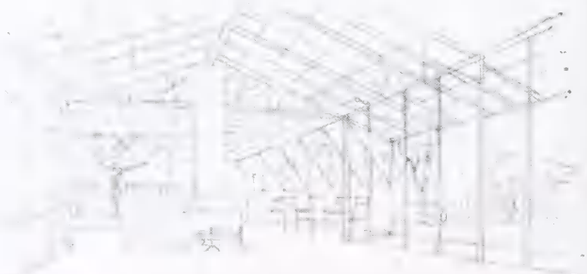
DRAWING BY GERALD GEERLINGS

The trip left no doubt in my mind that the Living Kitchen is a big coming thing. One sign: My wife and I had invented this idea for our dream-house. We had thought: "We'll be odd ducks, but it's obviously the answer." Now I found that most people who had one had invented it. They all had thought: "Let's be odd ducks." That's the difference between a fad and a trend. A fad grows by imitation: a trend, by necessity.

But I still haven't described this right—this all-in-one room. Because old-fashioned, stodgy people, such as you and I, think "room" means a rectangular box, or at most an L-shaped affair. Those rooms are not like that. In plan form, they may be any shape, quite irregular. Some were round, one was a rounded-off triangle. Looking up, too, you might see almost anything rather than the regular thing. Instead of a flat plastered ceiling, you might see the sloping underside of the roof itself; or perhaps the



criss-crossing beams of the roof structure. Or perhaps a skylight and snowflakes dancing down at you! Looking in any direction, you would see windows where you would expect none; and things that



aren't in the book, like walls that stop at half-height (is this a room or isn't it?) and fireplaces that are

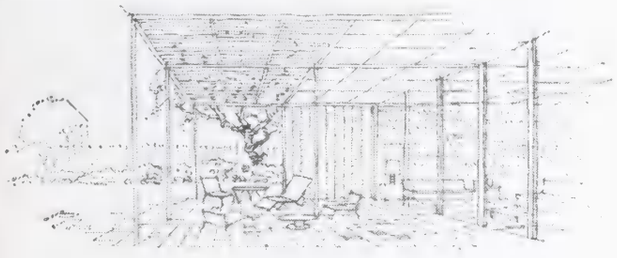
open on two or even three sides, and at night maybe electric lights that light up the outside and show through the windows. The over-all effect of such a room is just space, somehow bounded by structure, somehow warmed, ventilated, lighted.

And somehow, it's remarkably pleasant to be in. It was here that the houses I saw were at their best and the best ones I saw gave me a lift, seen from the inside out, rather than the outside in. In fact, they seemed to be designed that way. Which is fair enough. The guy who paid for the house is inside.

How glass makes sense

One thing this architecture does for you—it takes the cooped-up feeling out of the indoors. This is done mostly by glass. As the American house gets smaller, its windows grow until they become outright glass walls. You can see the economic sense in that. As space becomes more expensive and harder to get, people value it more; and they also like anything that gives the feeling of space or the advantages of space without the cost. A glass wall stops your feet but not your eye, and makes the whole outdoors, in most respects, part of your room.

To wash out the line between indoors and outdoors still more, a modern American architect uses a skill that is almost cunning, like the trickery of the stage illusionist. Only here, the magician, instead of sawing a girl in two, does a merging job. He makes indoors and outdoors one. Here are some of the tricks he uses.



Trick: The floor of the room continues outside, beyond the glass wall, as a terrace. The same with the color and pattern of the ceiling. It also continues outdoors, as the underside of an overhang-roof. That way the glass itself is so played down that it becomes practically invisible. In one house I saw, this trick had worked too well. They had to put a strip of something-or-other on the glass so people wouldn't try to walk right through it.

Another trick: Indoors becomes outdoors by easy stages—first, a living room with glass wall; then a porch; then a piece of outdoors screened-in all around and overhead against mosquitoes.

Trick: The roof peters out gradually; turns into louvers or into latticework that gives a half-shade, and is covered with glass against rain; then into latticework without glass; then into nothing.

Trick: The roof is pulled way out over part of the garden; it sort of surrounds the trunks of some near-by trees. Seen from the outside, trees seem to grow right out of the house.

Now a note on decorating—colors, patterns, style. "Taste" is not my field. My field is "Sense." But

(*Please turn the page*)



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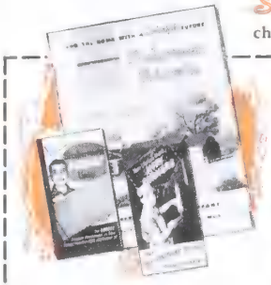
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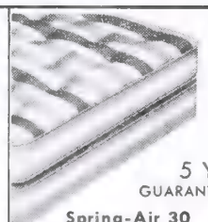
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THE NEXT AMERICAN HOUSE

CONTINUED FROM PRECEDING PAGE

there is always a factor of sense in the taste of a time. In these new houses, with space so highly valued, it makes sense to prefer furniture that is light and airy—a chair that does not completely fill out all the space it occupies; a table that can stand against a glass wall and still not block the eye. And with the outdoors looking in through all that glass, it makes sense to do your interiors in the colors and patterns of nature—the greens and browns of trees, the grays of rocks.



Outside, too, these houses are natural. They hug the hillside, nestle under trees, and are protectively colored to blend into the landscape. This, too, makes sense against the background of our time. There was a time when the white of the New England house had a proud meaning: "Here I am," it said, "white despite the mud of farming, a work of man where yesterday was howling wilderness." Perhaps even it said: "Here I am, pure white, to show how the soul of man should keep itself." Today, different things are on people's minds. Nature—we've got her licked; but too much for our own comfort. Our problem now is not to get too far away from her.

That's how *this* kind of modern house differs from the "International" modern house imported from Germany. *That* sort of modern house sits in the landscape, and among ordinary American houses, like a strange foreign body. *This* kind of modern house, home-grown, fits in anywhere. I've seen one sit on the coast of Maine, near typical New England houses. There was no clash. It seemed to be just another rock.

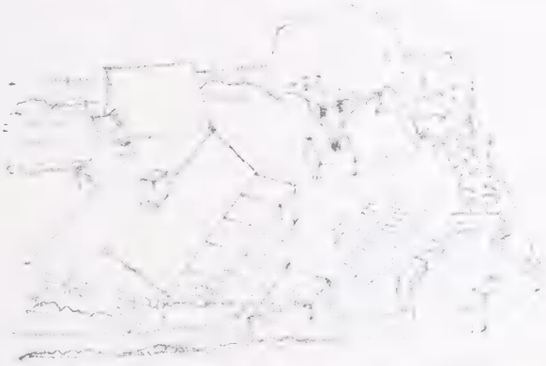
In the garden, it works out a little differently—this balance between nature and civilization. Most people's dream-garden today is nothing but nature, only manicured, and plenty of it—three acres at least, and better ten. Of course it's no go. The economics of building keeps forcing our houses closer together, and gardens are shrinking. In down-to-earth American speech, the garden has always been The Yard. A yard it becomes. You remember the one about the New York playwright who bought himself a farm. "And now," he asked his Broadway friends, "what do I do with it?"

"Pave it," they said.

This must have been a sound idea. It is exactly what people are now doing in those new gardens. The manicuring of even a small piece of nature is too much work and costs too much. It was all right for such times and people as had gardeners. Also, if the piece of nature gets too small it ceases to be real nature anyway. So, much of the garden is paved or graveled. ("Put under permanent control," is the

elegant way to say that.) The rest has some lawn, some ground-cover that needs less attention. There are fewer flowers, a few shrubs and trees—tokens of nature, rather than raw nature herself. The whole thing looks a bit empty and sparse at first. It also looks rather Japanese and strange. Then you catch on. The garden has become an entirely different sort of thing. It's not to look at, but to live in. It's furnished for living, with outdoor chairs and tables and everything, perhaps an outdoor fireplace, perhaps radiant heat in the terrace paving. It's an outdoor living room.

From a dollars-and-cents viewpoint, this living-garden is a lot of cheap living space added to the very expensive space of the house. (Good climate control, i.e., clever management of sun and wind



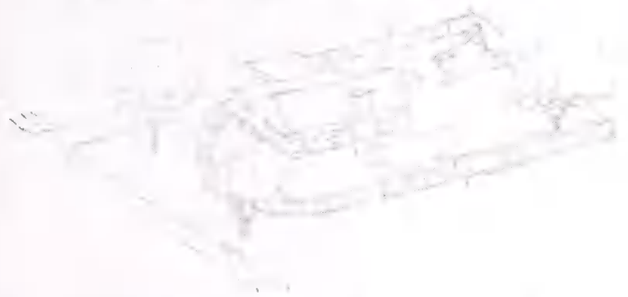
angles, makes outdoor living possible in any region of the U. S., for many more months than most people realize.) From a nature viewpoint, this slightly over-civilized living-garden mixes more nature into the slightly de-natured American living than would a more natural garden in which you would spend less time.

But the thing that really makes the garden a living-garden is that it has a fence all around it.

The rise of the fence

That's one of the most important changes to report: *The rise of the fence*. And I do mean rise. These are no cute little picket fences that neighbors can lean on, talk across, and look through. They are almost "spite fences." They are high and solid. They keep out sounds, chilling winds, people, dogs, dust. They keep children and dogs in. And, most important, they keep out everybody's eyes.

This runs of course head-on into an American tradition. The foreigner notices it just as soon as he can get his eyes off the skyscrapers and the girls. No fences. It makes a lovely picture, especially in



the wealthier section of town, with larger lots. And it seems somehow democratic. It seems to say, "I am not setting myself apart from you-all."

But the fence makes sense *now*. Houses are closer

(*Please turn to page* 209)



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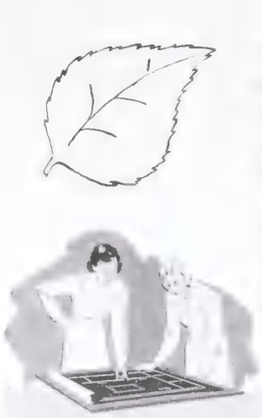
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These new Curtis kitchens were designed by women, styled by women, tested by women, to bring you the 53 features which home-makers want most. That's why there's less work, less stooping and bending in a Curtis kitchen—why shelves revolve and trays slide out, to put everything at your finger tips. Learn of the many wonderful convenience features in the new Curtis kitchens... mail the coupon; or see your Curtis Woodwork dealer for full information.



1865 CURTIS WOODWORK

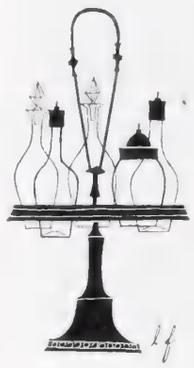
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577 Curtis Building
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PANTRY SHELF NEWS

By Julie Polshek

More and more pantry-shelf aids appear that short-cut the preparation of meals for the harried housekeeper. This particular one gives you onions smothered in butter. Toss them into a pan for heating and they're ready to garnish steak, liver, or what-you-will. Compare that timing with the conventional procedure. Important, too, the Emil Lerch people who made the convenience possible prepare the onions in a very tasty manner. The onions used have plenty of zip and the concoction is perfectly seasoned. A can is equivalent to about 1¼ pounds of onions, and serves two to four persons. Yours for $1.45 for 3 cans (postpaid).

The cocktail mushrooms and mushroom-soup concentrate that are prepared by Emil Lerch kitchens are too outstanding to ignore before going on. Hence, this postscript to introduce you to them. The mushrooms and their olive-oil dressing are blended so skillfully that the delicate mushroom flavor isn't at all impaired; just heightened to keep its character in any mixture.

The mushroom-soup concentrate is lavishly stocked with chopped mushrooms and superbly flavored. Mix the contents of the can with an equal amount of milk (or cream if you want to be elegant), and you have cream-of-mushroom soup as fine as one could ask for. Additional uses for the concentrate in sauces, gravies, casserole dishes, etc. will have already occurred to you, I think.

Three cans of mushrooms, $3.25; three cans mushroom soup, $1.65; or unit of one each: onions, mushrooms, and mushroom-soup concentrate, $2.19. All postpaid from Charles & Co., 340 Madison Ave. N. Y., if not available locally.

Calorie-watchers got a real break when Flotill Tasti-Diet products arrived recently. It's hard to believe they're diet foods, created without sugar.

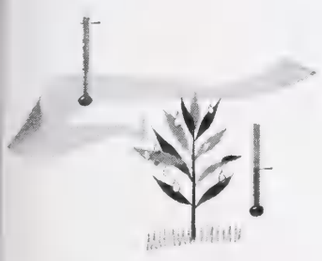
What they've done with fruit packs is downright incredible. A heavy syrupy liquid, for all the world like sugared syrup, is achieved with saccharin and a non-nutritive thickening agent in a base fluid. Besides being flavorsome, it preserves the firmness, color, and fresh flavor of the fruits. The prune-plums available contain a truer flavor than conventional packs. Unpeeled apricot halves, whole peeled ones, light or dark cherries, Kadota figs, peaches, fruit cocktail and Bartlett pear halves are the other available fruits.

The four fruit-flavored gelatins that are part of the Tasti-Diet group will cause you to re-examine the ingredient information on the box. The same holds true of the powdered puddings, which include chocolate, vanilla, and a French custard. There are two jellies, grape and apple, and three French type dressings for salads. Chef's Dressing has zesty tang. One-Calorie Dressing, a second one, is milder in flavor. Each contains a mere half-calorie per teaspoon. The third, Roquefort-Blue Cheese Dressing, penalizes you an additional half-calorie per spoon. You can gorge on salads at these ratings!

(*Please turn to page* 206)

What is dew?

ew is liquid water condensed from the air when it comes in ntact with a leaf colder than the r. Leaves are warmer than the r during the daytime, but quick- chill to below the air tempera- re after the sun goes down.



The same phenomenon occurs ien ice in a cold drink chills the ass. Droplets of moisture prompt- appear on the outside of the ass. They are the result of mois- re condensed from near-by air.



Frost neither rises nor falls. It nply forms wherever moist air uches a cold surface in a still mosphere. You can test this by acing a sheet of glass a few ches above some lawn grass on a ll night. Dew will form on *both* les of the glass because the warm rising from the ground will hit e cold glass, while the upper sur- ce of the glass will cause con- nsation of moisture from the air ove it.

Leaves chill faster than the air ound them because they lose heat pidly by direct radiation of in- ared heat to the frigid upper air



in the sky. In addition, plant leaves continue to lose water into the air even at night by evaporation. This further chills the leaves. The result of both heat losses is that leaves often become 5 to 10 degrees colder than the air around them on clear, still nights. This chills the air touching them. Chilling the air greatly reduces its ability to hold moisture. The excess moisture promptly condenses into droplets of dew.



Frozen dew is hoar frost. When the sun shines again, the moisture goes back into the air, or it runs off in big droplets (the only time dew "falls").



Obviously, dew can't form under any obstruction that cuts off direct heat loss to the sky. Even clouds are enough to bar the heat loss that leads to dew formation. They reflect the infrared heat rays back to the ground. Neither does dew appear on windy nights. Winds

(*Please turn to page* 216)



TELL CITY CHAIRS

new rocking models in CONTEMPORARY DESIGN — marvelous matches for modern and ranch house decor. Fine hardwood, handcrafted, hand finished. Illustration in MODERN REEF OAK also in all plain finishes. About $21 at all better stores.

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EPT. 24
OR
REE DECORATING BOOK

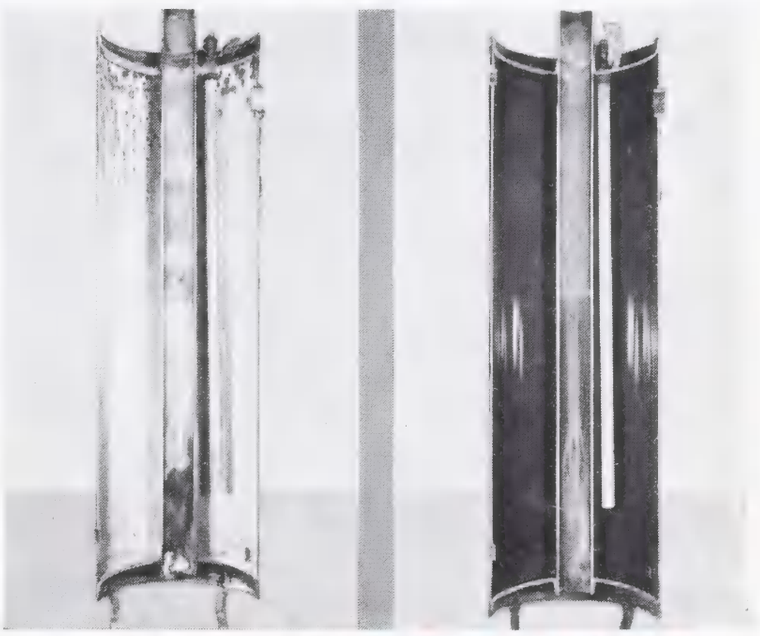


No. 7600½

ell City Chair Co., Tell City, Ind.

Be Safe from RUST with an A. O. Smith Permaglas®

automatic water heater



ORDINARY WATER HEATER INTERIOR

Unretouched photo shows how rust eats away unprotected metal in just one year of use. Note deep rust pits!

PERMAGLAS WATER HEATER INTERIOR

Unretouched photo shows that *Permaglas* glass-surfaced steel tank does not rust . . . because *glass can't rust!*

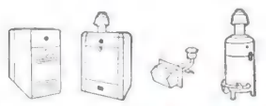
(Cutaway views of water heaters used one year under same conditions)

More than 2,000,000 ordinary water heaters have to be replaced every year! Every minute, without warning, rust kills another!

Be safe from rust. Buy an A. O. Smith Permaglas automatic water heater and enjoy abundant, clean hot water. *Permaglas* water heaters cost no more than ordinary water heaters, are completely protected from rust and fit any home, anywhere.

Write for "MURDER IN THE TANK" booklet of pictured facts. Address: A. O. Smith Corporation, Dept. HB-453, Kankakee, Ill. International Division: Milwaukee, Wis. *Licensee in Canada: John Inglis Co., Ltd.*





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Address_____

City_____

Zone_____ State_____

PANTRY SHELF NEWS

CONTINUED FROM PAGE 204

and please your palate, too.

If these products aren't yet available in your locality, Flotill tell me they'll be glad to service you by mail. Address letters to Flotill Products, Box 814, Stockton, Calif.

Going from diet foods to a food product so lush and alcoholically spiked as the Disbor fruits from France seems amusing now that I've done it. But, then, we're not all calorie-minded. If an Easter gift for a gourmet is under consideration, you couldn't make a finer choice. Three types in the group — cherries in Armagnac, greengage plums in champagne cognac, and apricots in champagne cognac. The amount of the named alcoholic content is so great that it takes you unaware on first taste. Nothing mundane about fruits like these. Used to augment an omelet, soufflé, parfait, cobblers, and the like, the result is something to rave about.

I discovered a way to put the product to dual-purpose use; namely, use the syrup as an ice-cream topping or as part of the liquid-content for cake-mix, and the fruit itself as a relish for ham, duck, etc., or, minced, to perk up a bread pudding. That way, I tell myself they're not really such a luxury.

The apricots and plums cost $2.20; the cherries, $1.70, all in 19-ounce jars. They're to be had from Hammacher Schlemmer, 143 E. 57th St., New York, N. Y. (Add postage for shipments more than 150 miles).

If you have a weakness for sea food and want to make an occasion of it, Cap'ns Corner offers a Maine shore dinner for four that rings a bell. The special merit of Maine sea food is an inducement in itself. To make the dinner a real treat, Cap'n Joe has included two sea food delicacies that seldom get beyond Maine: Scallops are one, and they're superb morsels. Pearly-white, with texture as smooth and tender as butter. Their incredibly delicate flavor is a story in itself. The second specialty is lobster known as One-Claw-Winner in a giant, two-pound size, and lots of meat.

The dinner's menu in total furnishes four of these fellows, two pounds of scallops and a choice of one-fourth peck of Cherrystone clams (about 25) or a half peck of steamer clams (about 75). Recipes are also provided for preparing the scallops and lobsters to do th justice. The works is yours $14.95. On shipments going beyo 2,000 miles, Cap'ns Corner co the lobsters; thinks it's ris should there be a shipping del to send them live. Almost for to say the address of Cap'ns C ner is Camden, Maine.

Have just made the acquainta of another New England delica this one a salad dressing p duced by The Riverway L ster House in Cape Cod. T recipe they use is a regional c that came into being way-ba when. A blend of oil, vinegar, eg mustard, garlic and just a spot sugar. Seems piquant for a sp second; then suddenly, the garl savor looms up with definite vig A truly unusual and delectable c coction, especially for sea fo and fish. Just the thing for du ing shrimp. Does something s cial for coleslaw, you'll find, a to give beets a lift. The c per pint is $1, and with Riverw Gourmet Dressing you receive booklet containing famous C Cod recipes, some of them m than 200 years old. The address Riverway Lobster House is Ro 28, South Yarmouth, Mass.

Those of you who follow t column may have come to kn first-hand the Anderson Farm d cacies I reported on a while a If so, you know about the sup nine-herb blend that's stand equipment, so to speak, in Farm's several unusual produ I bring it up because they've j developed two types of Fre dressing which have the ben of that same blend.

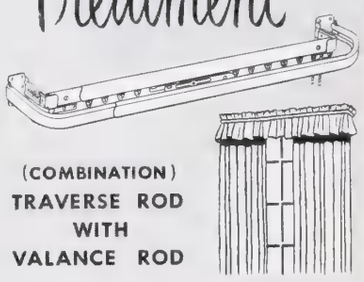
In their Herb French Dressi it's the whole show, actually, the basic recipe is a classic one oil and vinegar. But, enhanc with the nine-herb blend, the ba ingredients take on a wondr flavor. Garlic in the blend, too, comes part of the herb bouq and, though evident, is mellow

The other item is Spice Fre Dressing. The ingredient listi is much the same, but the ad tional two, tomatoes and spic give it savor that's reminiscent Pennsylvania Dutch cuisine.

Both of the dressings have benefit of the finest available It ian olive oil and quality ing dients throughout. They're offe as a pair (pint of each) for $2 (add 25c west of Mississippi). dividually, the price is $1.35 either. Order from Anderson Fa Tinicum, Pennsylvania.

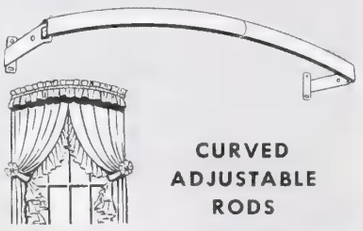
DEPEND ON KIRSCH FOR EVERY TYPE OF..

Window Treatment



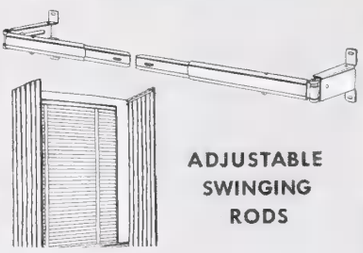
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SETS A FASHION... OF MAKING DREAMS COME TRUE!

Do you dream of building, re-building, re-modeling? Bring Novoply into your planning sessions. Find out how this new, economical, all-wood material brings your "some day" plans much nearer.

Are you considering closets or built-ins, but dubious about their sliding doors? Novoply's steadfast, remarkable flatness should resolve your doubts. Doors made from this material are practically free of warping.

Do you long for paneled walls that are bold enough in texture to hold their own against brick and hand hewn beams? While Novoply is smooth to touch, its gleaming textured surface suggests yellow leaves scattered by Autumn winds. Novoply is also available in rich, warm redwood.

Maybe what you want is a snack bar or storage partition wall, built by your own man-of-the-house "master carpenter." He will find Novoply easy to work, even with simple hand tools.

What's more, Novoply is surprisingly low in price, and comes in a variety of convenient sizes: 4′x6′, 4′x8′ and 2′x8′ panels, ¾″ thick; 4′x8′ panels, ⅜″ thick. Also in ¾″ 6′x12′ size for mill shipment. (Novoply is used, too, by makers of plastic-laminated counter tops, and fine furniture.)

Whatever you're planning for in your house, consider the advantages of Novoply!

First, Send for a Sample

Ask yourself, "How can I really *consider* this low-cost material without seeing it?" — and you realize how sensible it is to get a sample. Then you can feel the smooth surface of Novoply, form a judgment about its appearance, test its flatness and stiffness, and try working it with tools. A 3″x5″ sample is yours, free.

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Illustrated: Model 1316, 43″ x 59″. Delicate, hand-engraved leaf motif of crystal clear border panels silhouettes against the wall... achieves a striking three-dimensional effect.

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Your room becomes a brighter, lovelier setting when you transform it with a decorative NURRE Mirror. Colors seem richer . . . the entire room scheme becomes more interesting . . . and there's a wonderful, new feeling of luxury and spaciousness.

Original designs by NURRE's own decorator-designers are ideal for contemporary, traditional and period settings. Use any of the handsome patterns as a tasteful, decorative note in your favorite room. You will soon discover it has many practical functions, too.

Feature your NURRE Mirror in any room as a complementing or contrasting accessory. Then let it go to work for you—to transfer colors . . . to focus attention on a particular furniture grouping . . . to bring the outdoors in . . . to make the whole room seem larger, lighter and brighter.

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This name identifies genuine plate glass Nurre Mirrors. It is your assurance of the finest quality, styling and craftsmanship. Look for it when you buy.

NURRE

THE NEXT AMERICAN HOUSE

CONTINUED FROM PAGE 203

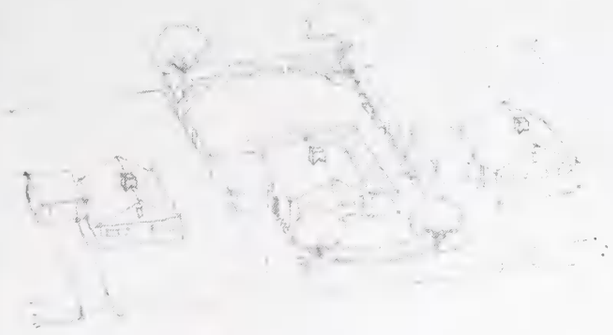
together. New nuisances have come up. You need protection against braying radios, glaring headlights, blaring car horns. Besides, there's all that glass. It's an essential part of the new house, as explained. But what if it puts you on exhibition?

But it goes deeper than that. The fence creates a small private world around you and yours. Today, that is exactly what communists and bureaucrats and authoritarians want to destroy: the private sphere around the person. Everything in a man's affairs, everything in his mind is to be open to society's inspection and control. To this idea, most Americans say No. So, that plain wooden board fence around a house *now* has a lot of meaning that it might not have had in other times.

It has the most meaning where a thousand same-looking houses are built close together in one mass-production operation. Mass-production of houses like that is one of the great new things in America. It means America now does for the house what she did long ago for the automobile—makes it *for all*. But the mass effect can be overwhelming. You think: Is this, then, what we really are? Are we no longer persons, but just numbers, lined up like this, standardized, faceless, just "personnel"?

With fences it's different—different to look at, different to live in. I was in a $7,500 house standing on perhaps one-fifth of an acre. With its fenced-in yards, it had more privacy than my rented Connecticut house has on four acres. I thought: "You could live here. What more do you really want?"

And what about the attic and the basement? Going, going, gone! The new house stands on a con-



crete slab that is poured directly on the ground. In winter, the concrete itself is mildly heated and acts as a radiant heating panel for the whole house. Insulation keeps heat from going to waste out edgewise. Heat that escapes downward into the ground does not go to waste: it warms up the underground, and in the long run makes the house easier to heat.

Storage space? Architects say it can be built more cheaply above ground. That's what they say. What they really mean is any kind of space is too expensive for storing a lot of the junk that clutters up basements, attics, and lives. That ugly old lamp! Don't build a room around it; throw it away! It's cheaper.

As for the attic, that big old hollow space atop the house would be too costly. The new American formula calls for a low-pitched roof, a "shed" roof,

(*Please turn the page*)



The **HOME**—*Formal Provincial*

The simple lines of this provincial home give it its air of elegance. Well-balanced design and large, floor-to-ceiling windows in the living room and dining room are typical of provincial architecture.

The **ROOM**—*French Provincial*

One of the five most popular furniture styles today, charming French Provincial pieces lend their grace and charm to every room in the home. The well-known decorator, Harold Walsh, has used French Provincial pieces finished in natural honey-tones to achieve the feeling of comfort.

The **FLOOR**—*Luxurious Oak*

No other flooring but Oak has both the structural and beauty qualities that make it the only choice to complement a luxurious home and room. Oak itself creates the feeling of luxurious living. Oak is the lifetime flooring, the one flooring that is at home with every architectural style and decorating scheme.

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Harold Walsh famous decorator, says

"Send for PLANNING and DECORATING with FURNITURE."

This exciting, full-color booklet shows you how famous decorators combine different styles of furniture to create charming, livable rooms of today.



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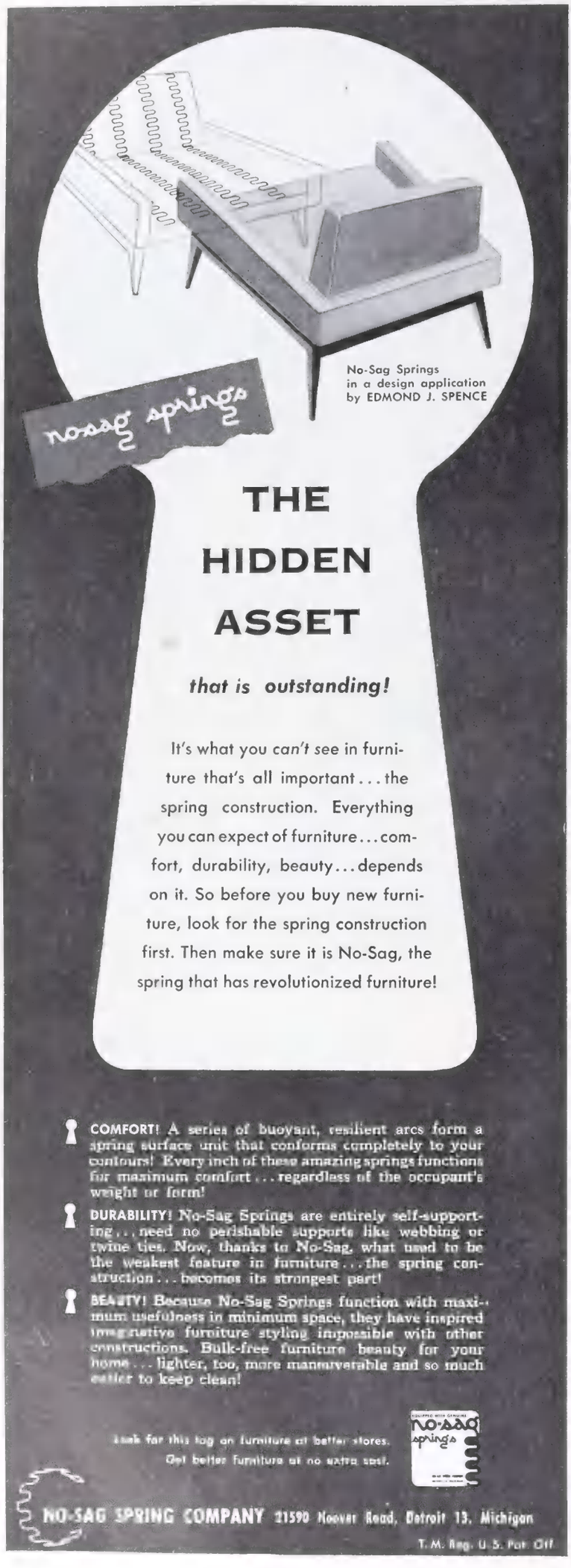
Miss Mary Clarke, Home Service Bureau Dept. F4
National Oak Flooring Manufacturers' Assn.
Sterick Building, Memphis 3, Tennessee

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THE NEXT AMERICAN HOUSE

CONTINUED FROM PRECEDING PAGE

or even a flat one. Where the climate permits, the roof is, at the same time, the ceiling of the rooms below—no attic space at all, but instead an exhaust fan, a layer of insulation—and a white roof. A white roof heats up much less in summer, and is just as warm in winter. It has long been standard in Florida; it is popular in California. (Sometimes a very light gray is preferred for its more natural look.) It is now beginning to show up everywhere and may be standard in another decade.

Summing up

So there you have the Next American House, as I saw it. I liked it; because I saw the sense of it. But this is not a report on what I liked, or what I think you ought to like. It's simply a report on what's cooking.

Let me make this clear, so as not to sell you a bill of goods. I have described a certain type of house. Most houses now going up are *not* of that type. My point is: Wherever you find a house that's new and different, *this* is the way in which it differs, almost every time. And even the great mass of current building, with its "Ranch House," its "Picture Window," its "Breakfast Nook" in the kitchen, strives in *this* direction, however timidly. Also, I found many houses more advanced inside than out. The outside had been kept conventional to appease mothers-in-law, local building codes, neighborhood opinion, the mortgage people. The most cunning indoor-outdoor transition job I know is hidden behind a 1910-looking front.

Again, few even of the new houses have *all* the features I've described. Few have "Living Kitchens" or "Dining Kitchens," but my point is that it's surprising how many houses do have such kitchens, considering how odd, not to say offensive, the idea of "eating in the kitchen" is to most people's upbringing. Not all are single-story; not all are small; by no means are all servantless. My point is that those are the trends.

And, finally, even when houses conform to this type—don't think that they all look alike. Just like the houses of any period, they can be beautiful and often are ugly. I've seen them graceful and light, and also solid and severe. I've also seen many of them botched, usually by facing their glass in the wrong direction. I've seen them done as Bohemian shacks, as luxurious rich men's residences, as love nests, and as regular just plain family houses.

The new house can be as much *your* house as the old one ever was. My point is: at any period, houses have been designed for and by the time and civilization in which they stood; and *this* is the Period House the Next America is designing for itself.



THE MATERIALS STORY OF THE HOUSE ON PAGES 140-143

)elow are detailed lists of the) furnishings and construction aterials used in the demonstration)use shown on pages 140-143.

All furnishings were courtesy of Altman and Company, decora- rs of the house. Structural ma- rials were specified by Furno and arrison, architects of the house.

Terrace

ırniture: Dining table and chairs. ıd lounge chairs, The Troy Sun- ıade Company, Troy, Ohio.

Kitchen

'all coverings: "Festival" pattern 'all Tex, Columbus Coated Prod- :ts Company, New York, N. Y.

ighting fixture: General Lighting ompany, New York, N. Y.

looring: Linoleum, Armstrong ork Company, Lancaster, Pa.

able setting: Goblets, Morgan- wn Glass Products, Inc. Country quire flatware, National Silver o. "Brownleaf" dinnerware, Ed- win M. Knowles China Co. Nap- kins, Ellison & Spring, Inc., all New York, N. Y.

Living Room

Furniture: Upholstered sofas, Urban Furniture Co., Inc., New York. Yellow arm chair, Granick Furniture Co., New York. Corner table in mocha finish, Hekman Furniture Co., Grand Rapids, Mich. Cocktail table in Waltone finish, Urban Furniture Co., New York, N. Y.

Art: Water color by Nelly Beveridge Gray, New York, N. Y.

Dining Room
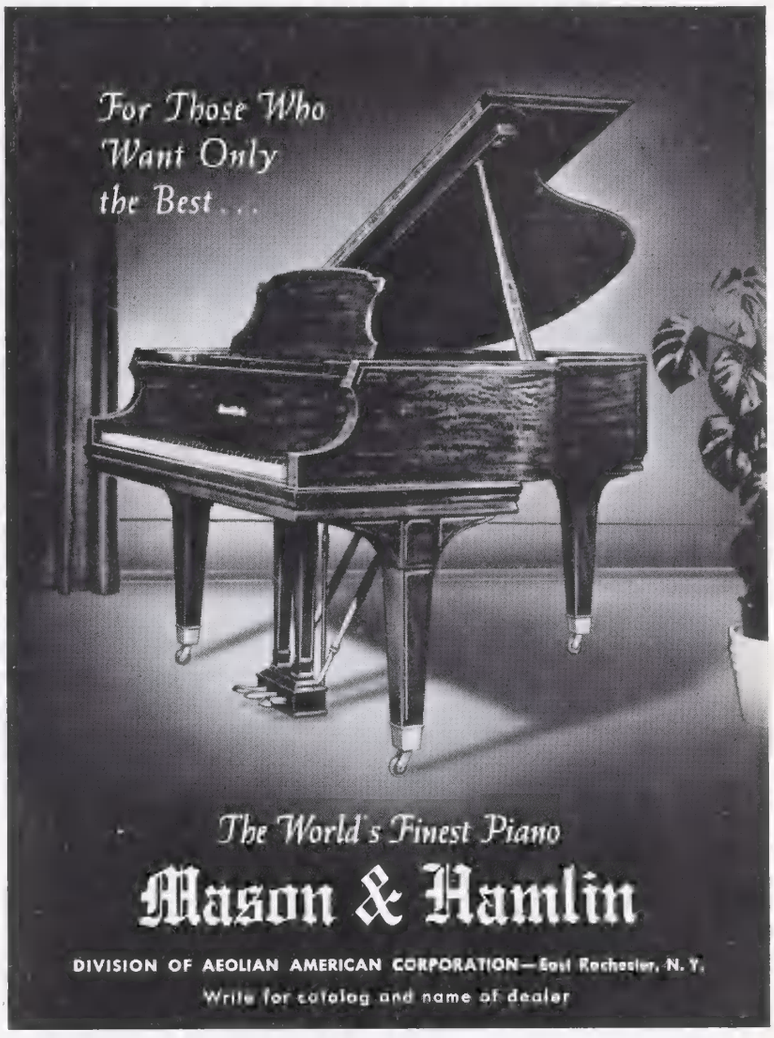
Furniture: Dining table and chairs, Arbuck, Inc., Brooklyn, N. Y. Two servers in butternut finish, T. Baumritter Inc., New York.

Art: Braque "Still Life," courtesy of Pach Studio, B. Altman & Co.

Construction Materials

Foundations: Concrete foundation

(*Please turn to page* 213)




Sterling by J. E. Caldwell & Co., Philadelphia

BARONET CHINA

BARONET CHINA

Be ready for admirers . . .

when you set your table with Baronet!

This fine translucent dinnerware from Bavaria bears the unmistakable touch of generations of skilled craftsmanship. Baronet's many lovely patterns have a gracious *talent* for today's living. The soft gray and coin-gold flower of CHRISTINE, shown here, has a flowing rhythm enhanced by delicate lines around the rim. Here is a design of simplicity and charm that is never outmoded—that will harmonize with your modern or traditional settings.

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8 improvements in home heating



1 ***Design matches (never mars) the beauty of your home!***

It's clean . . . uncluttered. The new TRANE Baseboard Convector is built-in. It becomes part of the wall. Hidden heat!

You can paint it to match the walls . . . hang draperies and curtains freely . . . put furniture *anywhere!*

2 ***Even, all-over heat stops wall and window drafts!***
It "surrounds" you with warm air. Blocks cold down-drafts.

3 ***Complete freedom for furniture arrangement!***
No hot blasts or scorching-hot surfaces to force you or your furniture out of place.

4 ***Helps your home stay clean longer!***
Heat is directed out and away from wall through uninterrupted front opening. No grill.

5 ***Eliminates dirt traps and dusty grills!***
Smooth for easy dusting. Clearance for dust mop or vacuum. And no ducts to carry dirt.

6 ***Hidden heat never burns nor blows hot blasts!***
You can touch it anytime. Heat rises out gently, evenly.

7 ***Fast response keeps heat uniform and costs low!***
You don't waste fuel on long warm-up, or suffer the too-hot, too-cool cycle. It's easier to control. Economical.

8 ***Simple snap-on installation saves labor, money!***
In remodeled homes, or new, the TRANE Baseboard Convector can be installed so easily the initial cost is low. Ask your contractor.

FREE BOOKLET! Colorful new book of TRANE Baseboard Convector interiors. Send for it.

New comfort for you...new beauty too, with the new TRANE Baseboard Convector

The Trane Company, La Crosse, Wisconsin. Eastern Mfg. Division, Scranton, Pennsylvania • Trane Co. of Canada, Ltd., Toronto, 80 U.S. and 11 Canadian Offices.

INDOOR-OUTDOOR FURNITURE

CONTINUED FROM PAGE 157

PHOTOGRAPH BY GEORGE LAZARNICK



Foam rubber is responsible for the living-room look and upholstered comfort of this wrought-iron furniture, designed by Argus for Arbuck. Unlike old upholstery filling, it is light, springy without rust-prone springs. Jardiniere, courtesy Jarvis House.

PHOTOGRAPH BY GEORGE LAZARNICK



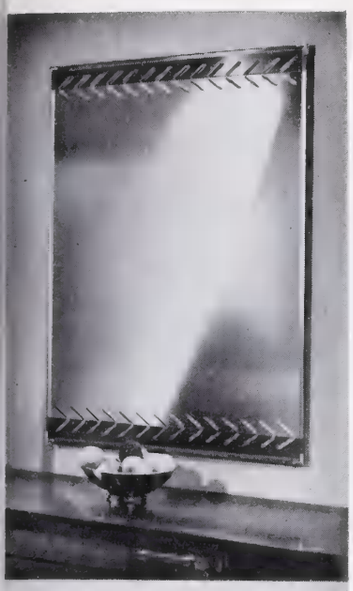
The development of aluminum is changing the face of the outdoors, too. It's weather-resistant and light as a feather, and can take unusual finishes, like the simulated gold or silver of these Italian stack-up chairs, designed by Devivio. From Fabry Associates.

PHOTOGRAPH BY WILLIAM HOWLAND



Since open-air meals are becoming pleasant commonplaces instead of rare events, dining furniture is being specifically designed to stay outdoors yet always look inviting. Brown-Jordan aluminum is laced in vinyl Resinite. Table top is smudge-resistant textured glass.

(*Please turn to page* 214)



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"Elevette"

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is original, safe air-climbing lift is lower cost installaon where there is a raight stairway. de forward up or own. Operates on andard house curnt.

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Pioneers in the simplified passenger lifts for the home

MATERIALS STORY OF THE HOUSE ON PAGES 140-143

CONTINUED FROM PAGE 211

walls, footings, cellar slab, General Portland Cement Co., Chicago, Ill.

Exterior wall surfaces: Second-hand brick veneer, select fir vertical siding and cedar horizontal siding.

Interior wall surfaces: Three-coat plaster on Rocklath, U. S. Gypsum, Chicago, Ill. "Wall Tex" on kitchen walls, Columbus Coated Fabrics, Columbus, Ohio.

Roofing: Marble chips on built-up roof.

Flashing and metal work: Copper chimney and gravel stops, Revere Copper & Brass Co., New York.

Windows: Fixed glass and steel casements, Williams & Williams Products Corp., New York, N. Y.

Screens: On operating windows, Williams & Williams Products Corp.

Door hardware: Brass "Dualock," Sargent & Co., New Haven, Conn.

Stain: Cabot's clear creosote, Samuel Cabot, Inc., Boston Mass.

Finish flooring: Oak in all rooms except bathrooms, National Oak Flooring Mfgrs. Assoc. Memphis, Tenn.

Bathroom fixtures: American Radiator and Standard Sanitary Corp., Pittsburgh, Pa.

Heating: Forced warm air system, Thatcher Furnace Co., Garwood, N. J.

Thermal insulation: Rock wool in walls, Johns-Manville, N. Y. C. Celotex in roof, Celotex Corp., Chicago.

Glass: Double strength, Libbey-Owens-Ford Glass Co., Toledo, Ohio. Plate, Pittsburgh Plate Glass Co., Pittsburgh, Pa.

Hot water heater: Rheem Manufacturing Co., New York, N. Y.

Lighting: Recessed "Pry-lites," Pryne & Co., Inc., Pomona, Calif. Wall mounted fixtures, Lightolier, Inc., Jersey City, N. J. Special fixtures, General Lighting Co., N. Y. C.



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puts extra rooms at your finger tips

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"Modernfold" Magic *opens your kitchen to family living —yet closes it off in seconds.*



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INDOOR-OUTDOOR FURNITURE

CONTINUED FROM PAGE 212



TWO SKETCHES BY FRED ENG

Garden living now demands the same kind of incidental extra tables that facilitate indoor comfort, like fold-up tray tables for casual meals. This metal one and chair were designed by Russel Wright for Schwayder Bros. Tray may be filled in the kitchen, carried out.



If you remember when the old-fashioned camp stool was the best available extra seating, this contour-fitting folding armchair will prove how bona fide comfort is being given to the most casual outdoor furniture. It's quite an appropriate extra chair indoors. Durham Mfg. Company.

PHOTOGRAPH BY WILLIAM HOWLAND



While the rocking chair, an American comfort classic, is being revived indoors, weather-resistant versions are showing up outdoors. There are bouncy coil springs under the removable plastic cushions of this steel rocker. Slatted wood table serves as a bench. Barcalo.



Just as our indoor furnishings have been acquiring a space-saving, multi-purpose character, so has the new indoor-outdoor furniture. Glass-top coffee table, designed by Robert McKean for Gallo, incorporates a magazine rack in its baked-on enamel metal framing.



One of the virtues of Saran, that highly sun- and weather-resistant plastics, is its durable color. A weave of Saran straps covers the Hurd Metal lounge chair and ottoman.

PHOTOGRAPH BY GEORGE LAZARNICK



Breezily comfortable slatted-wood chairs have been garden favorites for years. New version, in line with the needs of a longer outdoor living season, has metal instead of wood legs, so is less prone to damage by dampness and looks less cumbersome. Goshen Mfg. Co.

(Please turn to page 219)

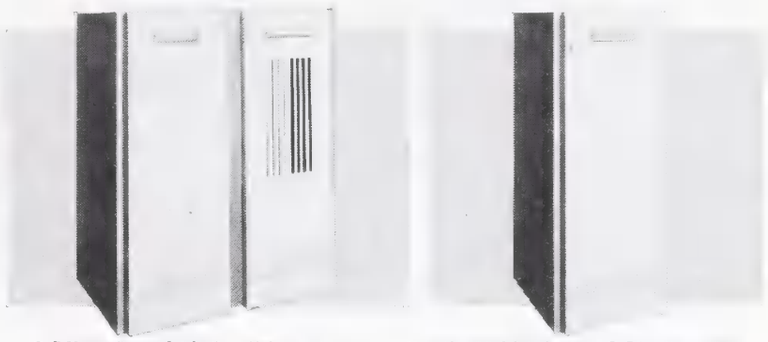


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New G-E Air Conditioner

COOLS AS WELL AS HEATS Your Entire Home!

Here's how to enjoy modern living all year long. Even on the hottest, muggiest days, you can breathe air as refreshing and clean as a Bermuda zephyr, for the exciting new G-E Year-Round Air Conditioner cools, dries and filters the air automatically! And when the wind howls and mercury's low, your whole family is snug and comfortable and warm, thanks to G.E.'s balanced heating. Every day's vacation-time with this amazingly compact unit. And it costs little more than ordinary heating. Models for every climate and home, new or existing. Ask your builder or, if you're modernizing, ask your contractor!



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WHAT IS DEW?

CONTINUED FROM PAGE 205

cause continuous temperature variations. Dew forms only where the temperature is constant.



Fog is visible moisture in the air. It forms when excess moisture condenses on the tiny dust particles floating in the air. Rain, sleet, and snow are variations of fog.



Little or no dew forms under a tree because the heat rays are reflected back to the ground instead of being lost to the cold sky. You can use this when designing your garden. Have a tree overhead and your lawn grass won't be wet underfoot when children go out to play in the morning.



Leaves absorb the dew. This becomes an important source of extra moisture in dry weather. Plants that wilt badly in the daytime during droughts often make a remarkable recovery each morning because of the dew they absorb. They actually become crisp and healthy-looking, and grow a little each day before the hot sun appears.



Dewdrops form distinctive patterns on each kind of leaf. Some leaves hold so many dewdrops that the stems bend down. Others have a fairy-like look from evenly spaced, tiny pearls of dew.

Here is where you can buy

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Albuquerque, N. M.	Kistler Collister
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Arlington, Va.	S. Kann Sons Co.
Asbury Park, N. J.	Steinbach Company
Atlanta, Ga.	Rich's Inc.
Atlantic City, N. J.	M. E. Blatt & Co.
Aurora, Ill.	Sencenbaugh's
Austin, Texas	E. M. Scarbrough & Sons
Baltimore, Md.	Hochschild Kohn & Co.
Baltimore, Md.	O'Neill & Co. Inc.
Bellingham, Wash.	Wahl's Inc.
Berkeley, Calif.	J. F. Hink & Son
Beverly Hills, Calif.	Grande Maison de Blanc
Beverly Hills, Calif.	Robinson's—Beverly
Boston, Mass.	Filene's
Boston, Mass.	R. H. Stearns Co.
Boston, Mass.	T. D. Whitney Co.
Bremerton, Wash.	Bremer's Dept. Store
Bridgeport, Conn.	Howland's
Bridgeport, Conn.	D. M. Read Co.
Brooklyn, N. Y.	Abraham & Straus & branches in Garden City & Hempstead, L. I., N. Y.
Buffalo, N. Y.	Adam, Meldrum & Anderson Co.
Buffalo, N. Y.	Wm. Hengerer Co.
Carmel-by-the-sea, Calif.	Putnam & Raggett
Charleston, S. C.	Kerrison's
Charlotte, N. C.	Belk Bros. Co.
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Cheyenne, Wyo.	The Fashion Linen Shop
Cincinnati, Ohio	The McAlpin Co.
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Indianapolis, Ind.	The Wm. H. Block Co.
Indianapolis, Ind.	H. P. Wasson & Co.
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Los Angeles, Calif.	Bullock's—Westwood
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Los Angeles, Calif.	The May Co. & branches in Crenshaw, Lakewood & Wilshire
Los Angeles, Calif.	Robinson's
Louisville, Ky.	Stewart Dry Goods Co.
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Washington, D. C.	The He
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With Martex "Kitchen Originals," a completely new and sophisticated styling comes to your kitchen . . . opens it up for beauty . . . helps it flow into today's casual decorating scheme. These bright, "live-able" dish towels come in color coordinated prints and solid colors—all matched up perfectly with Martex terry hand towels, pot holders and utility cloths. For brighter kitchens buy your "Kitchen Originals," priced at about 59¢, from the fine stores listed opposite, or write: Martex, 65 Worth St., New York 13. Products of West Point Manufacturing Company.





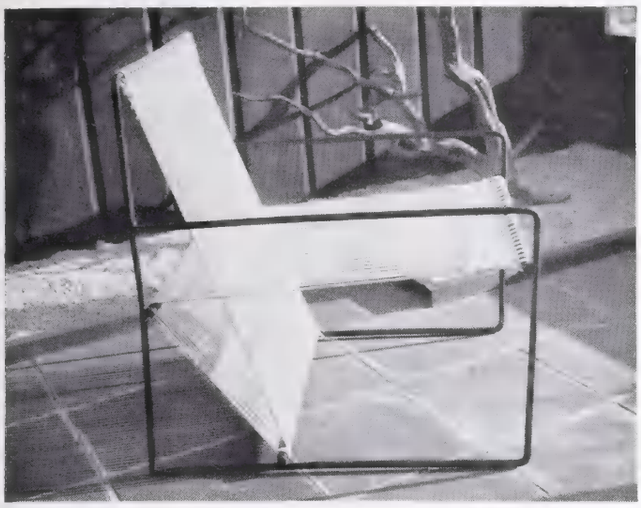
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It's the perfect foil for the best in period or modern.
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Designed and loomed at
Worcester, Massachusetts

Whittall RUGS and CARPETS
Anglo Persians

INDOOR-OUTDOOR FURNITURE

CONTINUED FROM PAGE 215



Esthetic subtleties, like the shadow patterns cast by the cording which binds this McCartney-Long wrought-iron chair, are intangible bonuses in much of this new kind of furniture. A fine point of ornament—the decorative weave of cord reinforcing edges of seat and back.



This new furniture tackles the space problem which exists on modern terraces as in modern rooms. Designed by C. F. Legler, substantial scoop chairs of lacquered cane and wrought iron pile up when out of use. Richards Morgenthau.

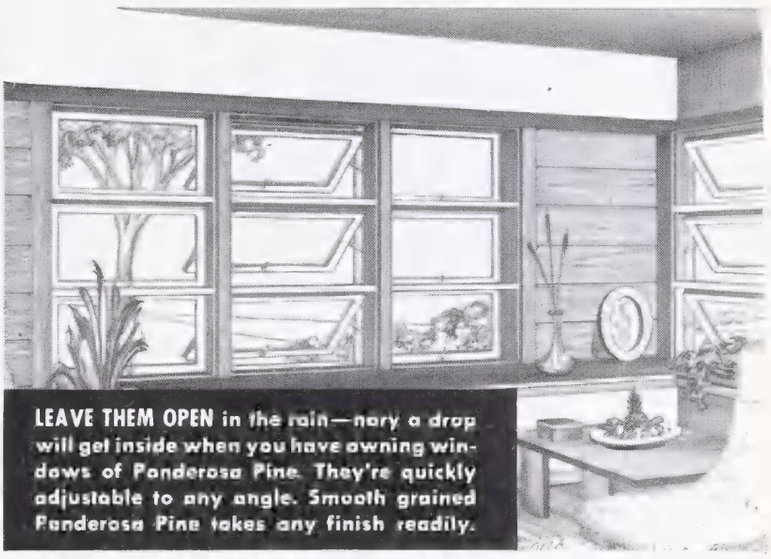
PHOTOGRAPH BY GEORGE LAZARNICK

PHOTOGRAPH BY FRED LYON



Reed and rattan, designed by Peter Rooke-Ley of Everett Brown Associates for the Otto Gerdau Co., shows you the slimming down and refinement of design that is transforming these traditional "sun porch" materials into furniture of living room caliber, usable indoors or out.

(*Please turn to page* 229)



LEAVE THEM OPEN in the rain—nary a drop will get inside when you have awning windows of Ponderosa Pine. They're quickly adjustable to any angle. Smooth grained Ponderosa Pine takes any finish readily.

New Ways **To Work Wonders With Windows!**

NEED ANOTHER ROOM? Then "steal" it from a porch by using Ponderosa Pine fixed-sash windows like this. Ponderosa Pine windows come in a variety of stock-design sizes to fit *your* needs.





HERE'S A NEW space-saving angle—enlarge a small room with an "angular" bay of Ponderosa Pine casements. Windows such as these are available preservative, water-repellent treated at the factory.

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Want your vacation salty? Sporty? It's down East at *The Algonquin*, St. Andrews-by-the-Sea, New Brunswick... 2 seaside golf courses, swimming, sailing, tennis. Or across Bay of Fundy waits *The Digby Pines* at Digby, Nova Scotia—heaps of family fun! Either way, your comfort's in the good care of Canadian Pacific.

Let yourself go! *See big beautiful* **CANADA** *in armchair ease*



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Canadian Pacific

Canada is news! See it by Canadian Pacific.

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 184

modest and, because of the inflated *peso*, costs everywhere are one-half to one-third less than you might expect to pay. Swankiest of them is the million-dollar, Grand Hotel at Portillo, 10,500 feet above sea level on beautiful Lake of the Inca, but only a four-hour train trip out of Santiago. Here are de luxe facilities, ice hockey and skating rinks, a ski tow and a 2,400-foot chair lift, expert instruction in French skiing techniques, and a magnificent view of Aconcagua, 22,600 feet and the second highest peak in the world. Yet, even here, rates for a private room with bath and sitting room, meals included, start around $6 a day.

Two miles away, also on the railroad, the Hotel Refugio, less de luxe but comfortable, will bed and board you for a mere $3 a day. Inquiry of your travel agent or the Pan American World Airways will disclose similar bargains elsewhere, plus transportation specials designed to encourage North Americans who would rather ski than swim.

Starred on your April calendar

Through April 12—Tours of Private Homes, Charleston, South Carolina.
April 5-11—Final Learn-to-Ski Week, Sun Valley, Idaho.
April 6-10—Annual Ride by the Desert Caballeros of Wickenburg, Arizona.
April 18-26—26th Annual Ramona Outdoor Play, San Jacinto Valley, California.
April 20-25—53rd North and South Invitation Golf Championship, Pinehurst, North Carolina.
April 20-26—Fiesta San Jacinto, San Antonio, Texas.
April 25—Annual Tour of Residential Gardens, La Jolla, Calif.
April 25-May 2—Historic Garden Week, Virginia.
April 29-May 3—Holiday in Dixie, Shreveport, Louisiana.

When in Europe . . .

. . . . Either going or coming, visit the Azores, semi-tropical, verdant, charming. TWA, which takes on and discharges passengers at the beautiful Santa Maria air terminal there, will now arrange stop-overs.

. . . . Visit the Aran Islands—Inishmor, Inishmaan, and Inisheer—out of this world in flavor, but only a short and pleasant steamer trip from Galway, capital of West Ireland. Their hardy, handsom pure Gaelic-speaking people w documented in the film, *Man Aran*, their pagan and Early Chr tian antiquities are unique in t world.

. . . . Take a day for German famous Helgoland Beach, where t bathing facilities, tent restaura and stands selling custom-fr goods are again yours to enj Cruises to Helgoland leave Ha burg and Bremen several tim each week, take one day with thr hours in Helgoland.

. . . . Explore the Firth of Cly aboard one of those well-cond tioned ships of the British Ra ways fleet, which provides dire "all the way" sailings out of Gl gow to the Clyde Estuary, givi you here a close-up of one of Sc land's show places, its castles a towers, ship-building yards, gre islands, soaring mountains a cliffs.

. . . . See the beautiful but not real blue Danube at its be-castled be on the famous span between Li and Vienna, once more open to pa senger steamers, with informati as to permits for passing throu the Russian Zone available fro the Austrian State Tourist Depar ment, 48 East 48th Street, Ne York 17.

. . . . Get a really good view of t midnight sun on the new Midnig Sun Sea-Air Tour out of Oslo, No way. In eight days you travel by a from Oslo to Bodo, above the Arct Circle, by steamer past the Nort Cape of Kirkenes and return, wit an excursion out of Bodo to t Saltstraum Maelstrom.

Alaska short-cut

The newly opened John Ha Highway between Prince George British Columbia, and Dawso Creek not only gives Eastern moto ists something new in circle tour but enables Westerners to ski Edmonton on their way to th Alaska Highway, thus saving 47 miles on a drive already long. Yo can now approach Dawson Cree directly from Seattle over U. S Highway 99, British Columbi Highway 1, and the colorful Car boo Highway to Prince George. O you can approach it via Wenatche Washington, by following Route 9 and its Canadian extension into th



keeps

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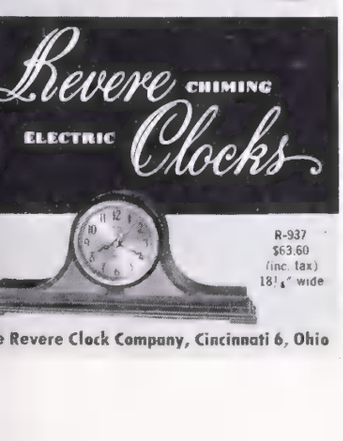
ithout straining your budget, turn pool area into a bright beauty spot. ? The answers are in our Swimming Handbook. It's yours for a dime over handling). When writing, please ide dimensions of your pool.

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Cariboo Highway. The new road, however, is 277 miles and gravel, a good six- to seven-hour trip through country still offering little in roadside accommodation. Get an early morning start from Prince George, advises the AAA, with a full gas tank and your own lunch.

Dates with a Queen

The privilege of being in London on June 2 is, by this time, only for those who made early reservations, so you may wish to line up the next best thing: participation in post-Coronation events at which Her Majesty will also be on view, and the pomp and circumstance will suffer only by comparison with that of the Coronation itself. On June 8 the Queen will add luster to a gala performance at the Royal Opera House, Covent Garden. On June 9, with the Duke of Edinburgh, she will attend services at St. Paul's. On June 11, her official birthday, she will ride at one of the oldest and most colorful of all British ceremonies, the Trooping of the Colors. On the next day, Her Majesty will take lunch at the Guildhall with the Lord Mayor of London, an achievement much less simple than it sounds, since not even a sovereign may enter Old London without his permission, but must be greeted at its boundary with traditional ceremony. Again, on June 16, the Queen will arrive in a carriage drawn by the famous Windsor grays, for the opening of the Royal Ascot races. In between she will make a number of unscheduled, informal visits to the London suburbs. And each of her state visits—to Scotland June 23-29, to Northern Ireland July 2-3, and Wales 9-10—will occasion more of those deep-in-tradition ceremonies at which Britain is so adept.

Things of beauty

At Vienna—the Lower Belvidere Palace, itself an architectural treasure, now a permanent Baroque Museum housing, among other priceless relics, the original Raphael Donner Fountain.

At St. George, Bermuda—the historic Henry Tucker House, now a permanent exhibition of Early American Colonial furniture, silver and eighteenth-century portraits.

In Holland—celebrating the 100th anniversary of his birth, an exhibit of Van Gogh paintings expected to be the largest ever shown. On view in the Town Hall of The

(*Please turn the page*)



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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

Hague, March 31 to May 18; in the Kroller-Muller Museum near Otterlo, May 25 to mid-July; at the Rijks-museum in Amsterdam, mid-July to mid-August.

In London—Apsley House, Piccadilly home of the Duke of Wellington, the same who defeated Napoleon at Waterloo, now restored and open to the public as the Wellington Museum. This beautiful mansion contains a magnificent collection of historic paintings and *objets d'art*, is a splendid example of the interior decoration of the early Nineteenth Century.

New roads to spring

One of the most satisfying things about the Blue Ridge and Great Smoky Mountain areas of Virginia, North Carolina, and Tennessee is that each time you go, you can see more of them without once leaving the highway or even your car. The annual flower show which gets under way there this month will be even larger than last year's show because of the 42 miles of new pavement along the Blue Ridge Parkway passing the exceptionally beautiful Peaks of Otter region between the James River and the outskirts of Roanoke.

In North Carolina 27 miles of new paving from the Mt. Mitchell State Park entrance road to the junction of U. S. 70 just out of Asheville will give you smooth driving through another rugged and beautiful part of the Blue Ridge, including the Craggy Garden rhododendron display. And in Great Smoky Mountain National Park, 66 miles of trans-mountain highway already a brilliant display of laurel, azalea and rhododendron, a brand new road leaves U. S. 19 west of Asheville to penetrate the Park as far as Heintooga Overlook, a magnificent hitherto unfamiliar view.

Festival

Just to remind you that attendance at Europe's great summer music and drama festivals requires advance planning, tickets for the Edinburgh Festival, August 23 to September 12, go on sale April 6. This Coronation Year Festival promises to be eminently wort the effort. It will present orchestr from Vienna, Rome, and Britain as well as Scotland, under such co ductors as Bruno Walter, Wilhel Furtwangler and Sir Adrian Boul with soloists including Menuhin, Vito, Stern.

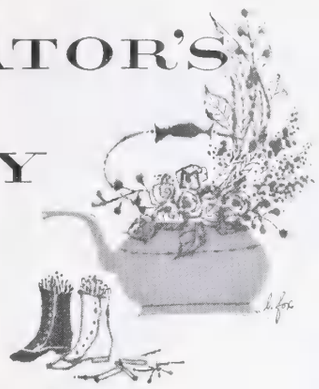
The Glyndbourne Opera Com pany will present the first pe formance in Britain of Stravinsky *The Rake's Progress*. There wi be chamber music by Barylli, Lo wenguth, and Paganini string qua tets, lieder recitals by Kathlee Ferrier, Elisabeth Schwarzkop Irmgard Seefried. The Old V theatre troupe will present a ne Shakespearean production; ther will be an exhibit of Renoir pain ings, daily film showings, balle and a program of contemporar plays. The quickest way to ge tickets is through your travel agen Or write the Edinburgh Festiva Society, Synod Hall, Castle Terrac Edinburgh, Scotland.

Everywhere on tourist fare

With April comes the first an niversary of those low-cost touris air fares and the good news tha a year from now the same will b available around the world. Inter national Air Transport Associatio agreements line up progress a follows: current one-way North At lantic tourist fares, New York t London, will remain as they ar except during peak season, whe they will be increased five dollars On April 1, similar fares, generally good for a 20% to 25% saving ove first-class fares, will go into effec over the network of air service throughout Europe itself, and fron Europe to such Middle East gate ways at Beirut, Cairo, Jerusalem Tel-Aviv. By next October 1, these services will be even further ex tended, to join the Middle East t India, Pakistan, and Ceylon, and Europe with South Africa. And by April 1, 1954, final extensions to the Far East gateways of Hong Kong, Manila, and Tokyo, and across the Pacific from Asia and Australia to San Francisco and Vancouver and on to South Amer ica, will provide a final link with North American tourist services al ready in effect.



Decorator's Diary

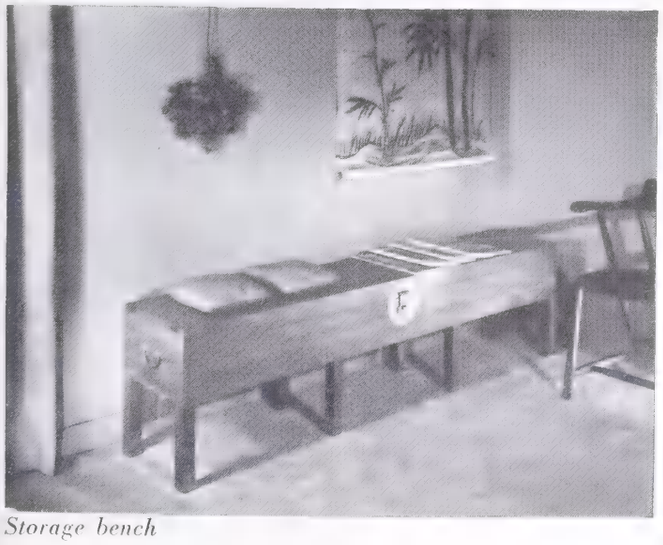


Market finds by a vigilant decorator who gives you inside information on what's new and different in home furnishings

ıe problems that beset city gar-ıers are legion, I'm told. But problems of gardeners who live apartments seem to be without l. Had a new one sprung on me t month by the Wilsons who live one of those new "luxury" apart-nts overlooking the river. "Lux-" in current real estate lan-ıge appears to mean a view (no arrel with that) and a strip of door balcony (dubious bless-). Certainly doesn't mean space. hard enough to figure out where put last season's wardrobe. But den implements! I suppose the l estate people expect any ten-s in their right minds would let florist take care of that messy siness. But the Wilsons have a verse fondness for black earth der the fingernails. And even ding a few terrace boxes calls some tools. Where to put them?

The answer turned out to be far more elegant than anything I would have proposed as a strictly functional solution. We found it at Charles Gracie & Sons where I had taken Edith Wilson to look at some Japanese wall panels. It was nothing more than a long rectangular box on legs—plain and businesslike as could be. You might even call it modest if you could overlook the fact that it was made of beautifully grained natural teak and accented with handsome white brass lock and escutcheon, corner caps, leg bands, and handles. Handmade in Hong Kong, we learned, by the same craftsmen who built Mrs. Acton's rosewood chest. The box itself is traditional Chinese; the legs a bright notion of Mr. Gracie's. Edith was determined to have it, insisted she liked it better

(*Please turn the page*)



Storage bench



Plan to have all the *extra advantages* of

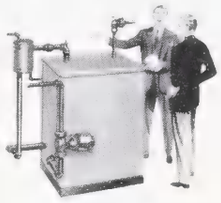
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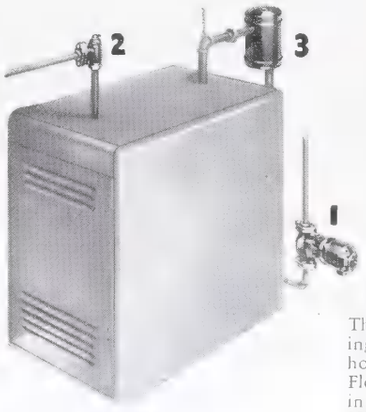






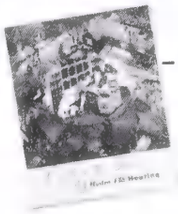
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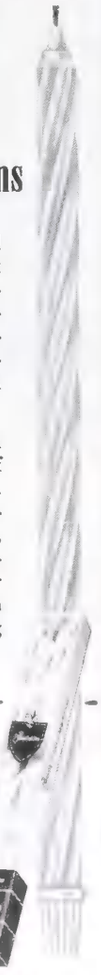
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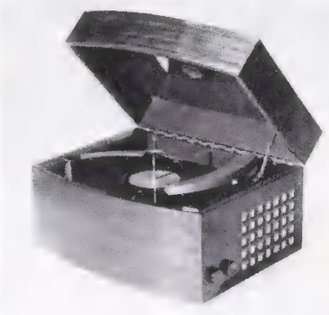
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DECORATOR'S DIARY

CONTINUED FROM PRECEDING PAGE

than any bench she'd seen for that lonely piece of wall next to the window in her living room. And besides it would hold those garden tools. Her fast line of reasoning left me somewhat short of breath. But when I caught up with her, had to agree it all made sense. Since the box is 72 inches long, 13 inches wide and almost as deep, it will hold a good number of things besides garden tools—those odd-shaped items like golf clubs and tennis rackets that eat up space in closets. You could doubtless build a box or buy a bench for less money—but hardly as handsome.

Well, that's settled. Can now get on with the Jackson's apartment. For six months everything's been at a standstill while the whole family argued over what to do about high fidelity. Never heard a peep on the subject till after the bookcases and built-ins were all finished and the painters had departed. Only then did they remember they'd always wanted to start a record collection and get some really good music equipment. But Mr. Jackson put his foot down hard when we suggested a built-in system of component parts. No more carpentry and painting! He was ready for a little privacy and quiet. So I shopped for a ready-made set. But couldn't find one that pleased in looks as well as performance except for a few in the upper, upper price brackets. Mrs. Jackson kept reminding me that she still had to get a love seat and another coffee table but when I'd say all right, let's start looking, she'd say we have to decide about high fidelity first. Some families can be difficult indeed.



Hi Fi in a "hat box"

I have Columbia Records to thank for resolving this impasse. Their new table-model, high fidelity phonograph is not much bigger than the average hat box, sits neatly at one end of the bench-table a the Jacksons' living room wall. whole works, including 3-s changer and two speakers, is tained in this unpretentious that acts as a sealed sound chan when the lid is closed. Was lighted to find we could get in walnut as well as light or mahogany or limed oak (usu you have to settle for blond straw or dark-as-pitch). Techn ly, this hi-fi compact ought please any but the most r fanatics with its frequency resp of 50 to 12,000 cycles. It ple the Jacksons—after all their ing—and Mr. J. was cheere discover the price left him cha enough from $150 to buy tw three long-playing records.

I'm all for the lady who uses best china and sterling at l as often as she feels like it. every house ought to have s thing that's never used *except* parties. Doesn't have to be ex sive or luxurious or even eleg Just a simple gadget that one or another spells festivity. It's signal that says to the fan "We're having a party!" (Rem ber when you were a child?)

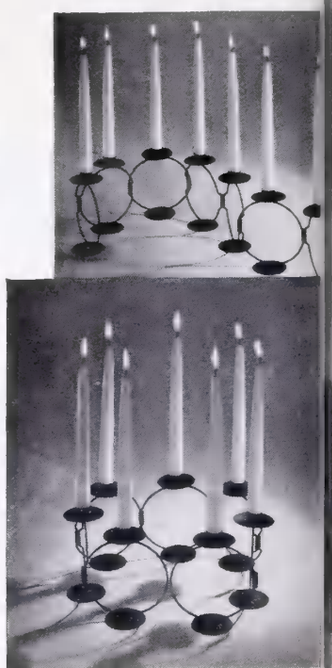
Was happy to hear Mrs. Banc had done just that with the th you gift I sent after Labor week end. Used it at every p she gave last winter. I was t and every time in a different It's a wrought-iron candelab a series of seven rings hin together so you can move t around to make half-a-dozen ferent shapes. For a buffet di

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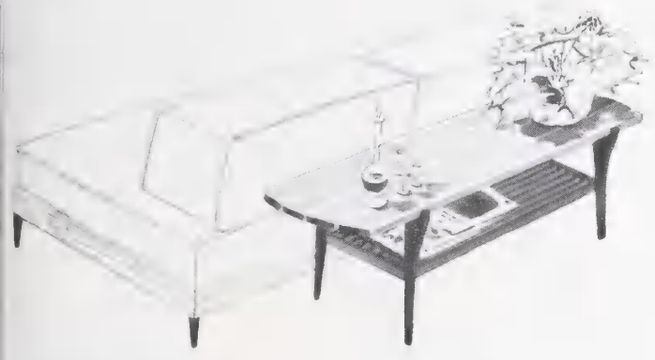


Party candelabra

she strung them out straight the back of her buffet. For tails-with-food affair (today's n of high tea), she arranged in a circle in the center of ig coffee table. Another time t them on the high chest in yer—shaped them into an n figure "S" and placed a w bowl of flowers inside the curve. In between parties ys them away, never has to about tarnish or other haz- f dead storage. I'm congrat- g myself on having found. ce, a gift with a pretty pur- The holders came originally Victor Bisharat & Associates rkeley, California.

Rather proud of the arrangement I cooked up for the Whitman's game room. They wanted a sofa facing the big fireplace. But they also wanted something sleepable they could use for that extra guest. Anything with a real back would have made too much of a division between the fireplace area and the rest of the room. But if it had no back at all, it wouldn't be too comfortable for sitting. My answer (took more pondering than the Whitmans imagined, but only I know that): For the bed, a foam rubber mattress on a low base, total height 17 inches. For the back, two long, square-end bolsters

(*Please turn the page*)



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DECORATOR'S DIARY

CONTINUED FROM PRECEDING PAGE

of rubberized hair. These are comfortably resilient but firm and tend to stay where you put them if you don't lean back *too* hard. To keep them in place (this was the key inspiration), a 60-inch-long coffee table I came across at F. B. Arthur's. Brown-Saltman makes it and it's 21 inches high which means the top four inches serve as a guard for the bolsters. Result: the low level of the whole arrangement makes it an attractive island in the middle of the room rather than a solid obstacle to vision. The Whitmans think I'm a wizard. Helps to hear that now and then.

Reliable recipe for a too-small room: Walls of pale aqua green. Nubbly textured draperies of pale aqua green. Matchstick bamboo blinds painted pale aqua green. Sounds monotonous? It isn't. The colors match exactly but the textures are so different they provide satisfying contrast. Emphatically enlarges the room and from there on in you can take almost any direction you want—use flowery pastels, earthy browns and grays, or flamboyant reds. Made note of it when I looked at the little study in W. & J. Sloane's "House in Town."

Must try to get up to Stonington one day next week to have a look at the draperies. They wanted something with a real harbor-town flavor and I couldn't have done better than "Shore Boats." I'm sure, if I'd commissioned an artist to create the design to order. Came



"Shore Boats" with mate

across it at Isabel Scott's and sent the yardage up to that nice little man in Westerly to make up and install. The pattern is big enough to create a mural effect at night when the draperies are pulled across that whole wall of windows facing the Sound. Ordered them in

(*Please turn to page* 231)

Shown on opposite page the new

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GEORGIA
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Burlington...J. E. Schramm Co.
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Peterson-Harned-Von Maur

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Louisville
Kaufman-Straus Company

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D. H. Holmes Co. Ltd.

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Paul Steketee & Sons
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Asbury Park.....
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Newark.....Hahne &
Paterson.....Meyer
Red Bank.....S
Trenton.....

NEW YORK
Albany.....W. M. Wh
Buffalo....The Wm. Hen
Ithaca.....Rothschild
New York.....B. Altn
New York.....Lord
New York.....
Rochester
Sibley, Lindsa

SEE OPPOSITE PAGE

Syracuse...Dey Broth
Utica.....J. B. Wells

NORTH CAROLINA
Asheville.....
Durham.....E
Greensboro.....E
Raleigh.....Ivey's
Winston-Salem..The A

NORTH DAKOTA
Fargo.....O. J. DeLenc

OHIO
Cincinnati.....
Cleveland..The Higbee
Columbus F & R. Laza
Dayton..The Elder & Joh
Dayton....The Rike-K
Springfield
The Edward W
Toledo.....
Toledo.....LaSall
Youngstown
Strouss-Hirsh

OKLAHOMA
Bartlesville..Martin De
Oklahoma City.....Hall
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PENNSYLVANIA
Altoona.....Wolf Furn
Easton.....
Harrisburg
Bowman's Dept. St
Lewistown.....Dan
Philadelphia
Strawbridge &
Philadelphia...John Wa
Pittsburgh....Joseph H
Pittsburgh.....Kau
Sunbury...Bittner's De
Scranton.....The Glo
Wilkes-Barre
Fowler, Dick an

RHODE ISLAND
Providence.....Gi

SOUTH CAROLINA
Charleston
Kerrison Dry Goods C

TENNESSEE
Chattanooga..Miller Brot

TEXAS
Beaumont.....The Whit
Houston.....

UTAH
Salt Lake City.....Z

VIRGINIA
Lynchburg.....J. R. Mil
Martinsville.....Gi
Norfolk..W. E. Swartz C
Richmond.....Miller &
Roanoke.....S. H. Hei

WASHINGTON
Seattle.... Frederick &
Spokane.....The
Tacoma.....

WEST VIRGINIA
Clarksburg...Watts-Sart
Huntington..Bradshaw-Di
Wheeling.....L. S. Goo
Wheeling.....Stone &

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Newly-wed or not . . . enjoy

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in a Vicara*-blend blanket, a Fieldcrest first

In the Spring a woman's fancy lightly turns to thoughts of trousseau luxury. These wondrous Vicara-blend blankets, for example. So warm, yet so light. Or those enchanting sheets and towels and bedspreads by Fieldcrest that add such spice to ordinary domesticity. Isn't it a blessing so much beauty and luxury is so reasonably priced?

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LUXURIOUSLY SOFT

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Prices slightly higher in Hawaii and Canada. All prices subject to change without notice.

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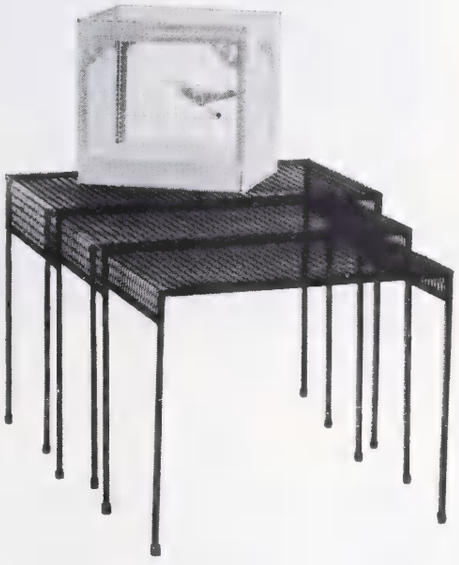
INDOOR-OUTDOOR FURNITURE

CONTINUED FROM PAGE 219

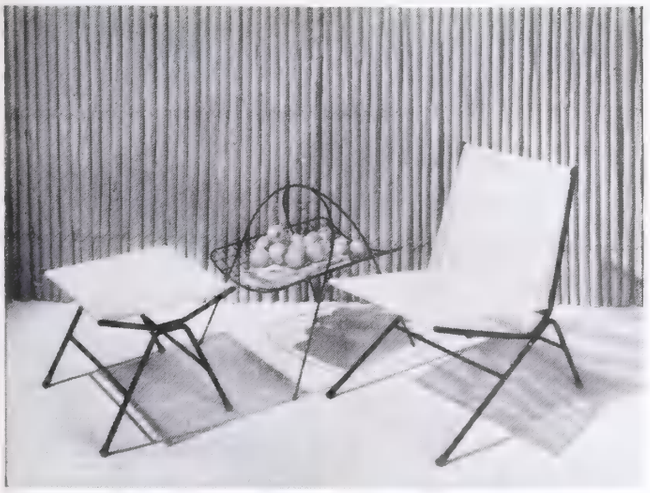
THREE PHOTOGRAPHS BY GEORGE LAZARNICK



Look for interesting, freely conceived shapes in new inside-outside furniture, like a cane-back metal chair, with built-in parking space for a book or magazine, designed by Kenneth Uyemura. Table, usable as a stool, designed by C. F. Legler. Both, Richards Morgenthau.



Metal can now look as delicate as lace, while it weathers the elements like stone. New Dimensions' nest of pierced metal tables, painted black, has as a design affinity for indoor silks or outdoor canvas. Courtesy of F. B. Arthur. Bird cage, courtesy of R. L. S. Shops.



Seats and backs of Allan Gould's cool, quick-drying chairs are a comfortable cat's cradle of twisted cotton yacht cord strung on steel frames. Cord can be deep green, tawny sandalwood, or white. Stool doubles as a table. Iron basket table might hold magazines or sewing.

(*Please turn the page*)

No men around when needed? You'll love

Chamco Combination Storm Windows



You can easily take care of your Chamberlin Combination Storm Windows by yourself.

No men around the house when you need them?

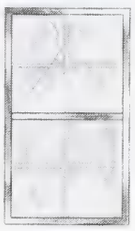
If you have to or want to, you can easily wash or change the glass panels and screens of a Chamberlin Combination Storm Window yourself.

Lightweight, sturdy construction and simple design make for easy operation. No muscles, no instruction manuals needed. Rounded corners, simple locks, smooth surfaces eliminate pinching and finger cuts. Good looks add smart touch to house's appearance. Available for every type of window.

Look at the features at the right. And if you're interested in easily handled, carefully installed combination storm windows, send coupon.

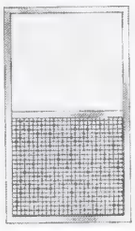
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Availability of metal products subject to defense regulations.



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Steel or aluminum Chamberlin sub-frames are screwed onto house-window frames. Joints are calked to prevent air leaks. Narrow, recessed frames blend in; avoid that boarded-up appearance.



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Plastic screening can't rust; never needs painting. Screen panel may be left in sub-frame all year or taken out in winter. You can choose direct or indirect ventilation in a jiffy, summer and winter.



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Two glass panels, one for top, one for bottom of sub-frame. Bottom stays in for winter, slides up for summer storage or for ventilation. Both pop out from roomside for washing in kitchen sink or basement tub.

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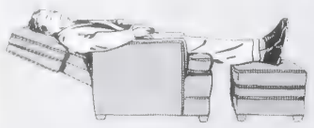
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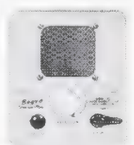
Bogen electronics

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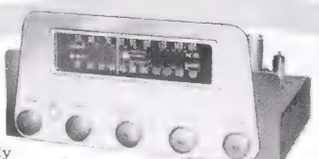
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The model R701 is a truly superb FM-AM receiver designed expressly for the discriminating listener. It provides a quality of performance so brilliantly real and so vastly superior to standard mass produced receivers that it must be heard to be believed. Built-in preamplifier for magnetic pickups, automatic frequency control to prevent station drift and a host of other high performance features virtually "seat you in the concert hall."

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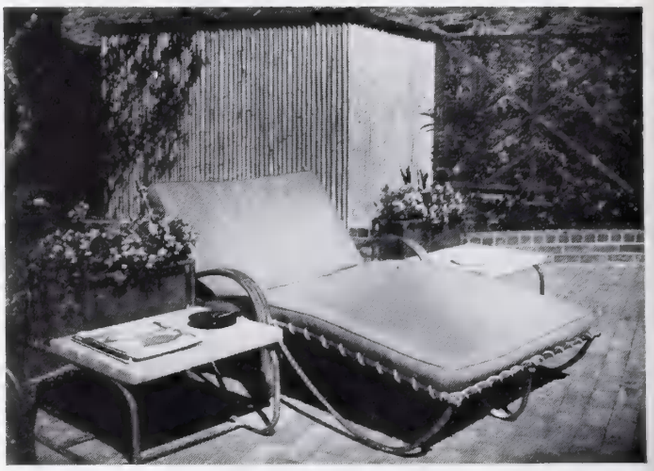
DAVID BOGEN CO., INC.

29 NINTH AVE., NEW YORK 14, N. Y.

Over a Quarter Century of Electronic Specialization

INDOOR-OUTDOOR FURNITURE

CONTINUED FROM PRECEDING PAGE



The luxurious cushions on Walter Lamb's double chaise are not absolutely essential, for its laced-on canvas under-cover is comfortable enough. Indoors, metal frames of chaise and table would keep their natural bronze glint; outdoors, they weather to a beautiful blue-green.

PHOTOGRAPHS BY MAYNARD PARKER



As plastics acquire more style and designers use them more imaginatively, they are becoming as desirable in the living room for their good looks as they are on the terrace for their ruggedness. Donson chairs and ottomans, light as a thistle, are Saran-wrapped aluminum.



The need for house-to-terrace furniture is challenging designers to turn plain, work-horse materials like canvas into things of beauty. Canvas intricately lashed with yacht cord is urbane upholstery on this McCartney-Long wrought iron. From Bill Brewer Associates.

ECORATOR'S DIARY

CONTINUED FROM PAGE 226

shades of blue on natural
n; and for the slipcovers, a
ble all-over design called "Tex-
I" in soft sea green on the
e linen. Those upholstered
es are on the bulky side, really
big in scale for the Early Amer-
chests and tables. But the
ieness of "Texture I" ought to
e as a sort of camouflage. Nice
nd something small-scale and
rmal without having to go
tzy.



eenbriar" damask

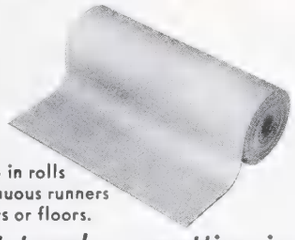
dom have been more pleased
the way a job turned out than
as with the Bannisters' living
n. Musing over the finished
t, I remembered my delight at
age of six when I first dis-
red the miracle of changeable
ta. Look at it one way and
green; look at it the other way
it's purple! That wasn't what
t out to do at the Bannisters'
it added up to the same idea:
it a crisp, airy, modern room!
all the wood furniture is an-
e. What citified elegance with
e huge windows and that dra-
c view of the river! *But no*
rural simplicity transplanted
Manhattan.

adn't planned it that way. But
thing led to another. Started
the Bannisters' collection of
ker antiques. Really distin-
hed and really antiques. But
the type of furniture you'd
se offhand for a spanking new
onied, city apartment. Mrs.
nister insisted on white walls.
t's traditional for Shaker, she
. And I couldn't deny it, es-
ally when the well-worn pine
cherry looked so right against
hite ground. Then she wanted
w sofa, tailored and slim and
comfortable. That was no prob-
But finding a fabric was.
rything we looked at seemed
er too rugged or too dressy.

THE Modern STAIR TREATMENT
ACE TEXTO TRED



Glamorize your stairs with carpet textured rubber treads, at fraction of carpet cost. ACE TEXTO TRED stair treads, with "Ripple Twist" finish, absorb shock, soften footsteps and give long service. Offered with or without risers, 18" or 24" wide.



Also in rolls for continuous runners on stairs or floors.

Get treads or matting in 4 lovely colors



★ Gray
★ Rose
★ Green
★ Black



Keeps dirt outside. Multiple scraping edges. Tough rubber. Water drains through.



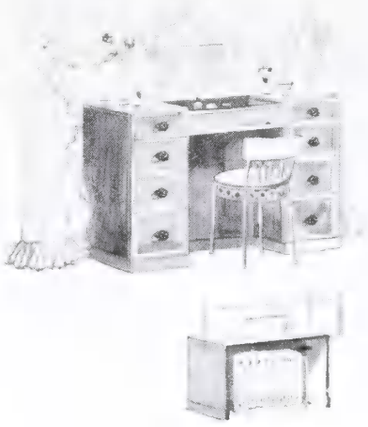
For Kitchens, bathrooms, halls, entrances. Six decorator colors, peppered with white.

ACE Sets the Pace
At Better Stores
ACE RUBBER PRODUCTS, INC.
AKRON, OHIO

It was a damask, of all things, that did it—Greeff's "Greenbriar" textured cotton damask with a tiny leaf pattern woven in white on black. By the same kind of miracle that changed the color of Mother's taffeta petticoat, it managed to look prim enough to go with the Shaker pieces, yet bold enough for the sofa. Was beginning to get worried about the total absence of color—the carpet is charcoal gray—when the paintings arrived from storage. A William Palmer landscape in glowing golds; a Thon with bright splashes of blue and green; two or three others, all brilliant in color, all by contemporary painters.

So you look at the room and you take your choice. It's very modern—or American primitive—depending on whether you're looking at the warp or the woof.

Why did I never think of that before—covering a radiator with a dressing table? Makes so much sense for there's nothing uglier than an old-fashioned radiator—except maybe some of the things they concoct in the way of covers. And as every woman knows, or ought to, there's no better place for a dressing table than backed to a window, especially a north window. You get a shock sometimes when you see yourself with such unflattering clarity. But at least you can do something about it which you can't if you wait for a chance encounter with an outdoor mirror. Discovered that Regent Glass Co. makes an eight-drawer dressing table to order, covered with either



Proficient camouflage

clear or smoked mirror. The back is recessed to fit your radiator and lined with asbestos. Since the in-

(*Please turn to page* 243)

HOW TO PASS THE Screen test

Does this happen to you every Spring? First you lug your porch and window screens out of hibernation.



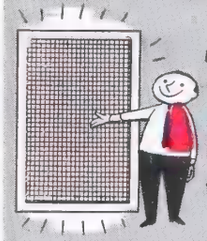
Before you put 'em up you patch the worn ones and replace those that are badly beat-up. Then you paint 'em to ward off rust. In a few months you take 'em down so winter weather won't ruin 'em.



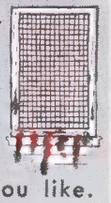


All of this is for the birds when you switch to screening woven of FIRESTONE Velon. *They need no maintenance.* Can't rust, so you *never* have to paint them.





Can't "bleed" and stain window sills. Won't bulge or break. Resist all weather, so you can leave 'em up *permanently* if you like.



Cost less than most conventional screening.



Hurry to your hardware, building supply or FIRESTONE store. Choose screening woven of Velon in green, brown or gray. *Today,* write for our colorful booklet, "passing the screen test". Entertaining, informative, *Free.*



DEPT. H-1

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WEAVERS OF Firestone Velon®
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Gense stainless steel sets the smartest table...

From Sweden—superb stainless steel flatware and holloware to add carefree loveliness to your table. Never tarnishes, never needs polishing! Three distinctive patterns designed by Folke Arstrom, hand-crafted to a lasting, lustrous finish. Over 100 pieces . . . from oyster fork to coffee server . . . to set everything from tea-for-two to a banquet! In America's finest shops.

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The Heart of America Inspired
These Beautiful Dinnerware Patterns

Corn

Colorful as the rich green of ripening corn is this smart pattern. On the gay, modern *Horizon* shape . . . complete and open stock. A pattern you'll be proud to own. 16-piece starter set, $9.95 in the East.

Wheat

The excitement of fields of swaying wheat at harvest time is depicted on this bright pattern. The color is a rich golden brown, with an exclusive rim treatment. Open stock; 16-piece starter set, $9.95 in the East.

Created by the Master Potters of
THE STEUBENVILLE POTTERY CO.
STEUBENVILLE, OHIO

Even a small family can do

Rotisserie Cooking

CONTINUED FROM PAGE 134

You can do rotisserie cooking year round, and even in small quarters, without smoke, spatter, or smell. Electric grills also broil, roast, and sometimes fry. Portable, usable anywhere, sized for small families, they cost from about $50 to $190



Roll this Royal Chef grill to terrace or patio. Its electrically operated spit in front of upright firebox is perfect for connoisseur cookery. It has, also, two horizontal fireboxes, with up-and-down adjustment, two cutting boards. Chattanooga Implement and Mfg. Company.



ALL DRAWINGS BY FRED ENG

"Flat" meat like steak or hamburgers cooks on revolving grill attached to spit on Superstar portable rotisserie by Stern-Brown. Model has 3-heat switch control, for exact heat needed, and automatic timer up to 2 hours. Top section grills or fries while meat cooks below.



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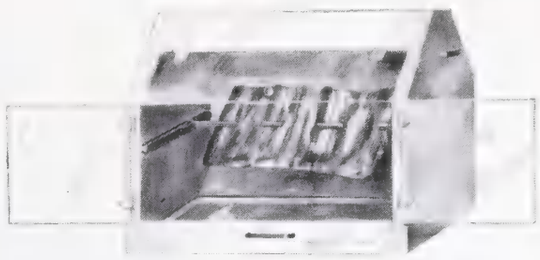
Dalmotron

Especially tailored for intra-home communication

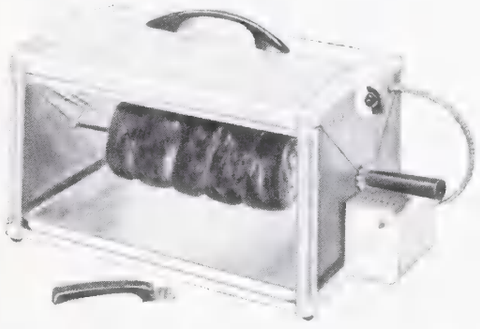
Dalmotron is especially designed for intra-**home** communication. Available in simple, two-way hookups or complete every-room installations. Dalmotron brings any corner of your residence within listening and talking distance. From kitchen to shop; living room to patio or children's quarters, there's a Dalmotron combination to fit in either flush-to-wall or cabinet models. Easy to install, simple to operate and inexpensive. Write "Dalmotron" for complete information and catalogue.

**See November "House Beautiful" Pace Setter Home Story*

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14 EL CAMINO REAL • SAN CARLOS
CALIFORNIA



A de luxe version of the rotisserie broiler is the Town & Country, made by Cal-Det Products Co. Oversize in its cooking capacity, it is still small enough to go on the dining table, measuring 24" x 15" x 19". Has interior light and side opening glass doors for easy watching.



Lift up the hinged top of the Rotiss-O-Mat and you can adjust revolving spit or baste meat with ease. Heat is thermostatically controlled for even temperature, and permits keeping food warm indefinitely. A four-spit accessory accommodates enough food for eight portions.

(*Please turn the page*)

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- Beautiful Swirl Mahogany Veneer
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Write for literature and name of nearest dealer

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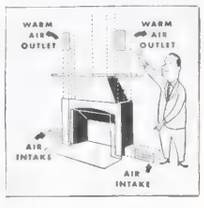
"Is your home going to have a FIREPLACE?"



"I've seen hundreds of fireplaces built, and I can give you some advice that can save you a lot of money and grief. If you want a fireplace that always works...one that heats the whole room and won't ever smoke...then build it around a Heatilator® Fireplace unit!"

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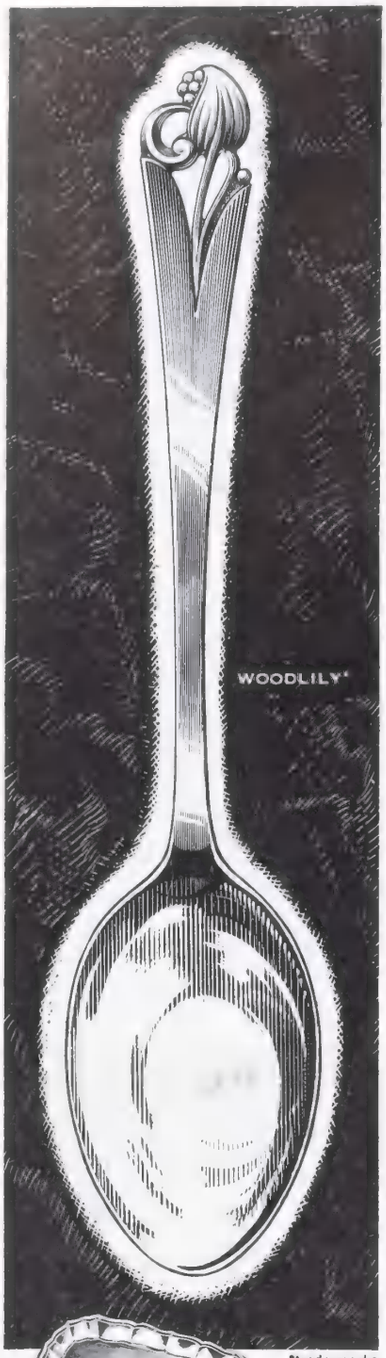


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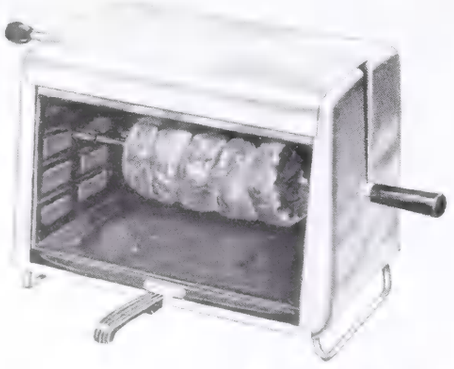
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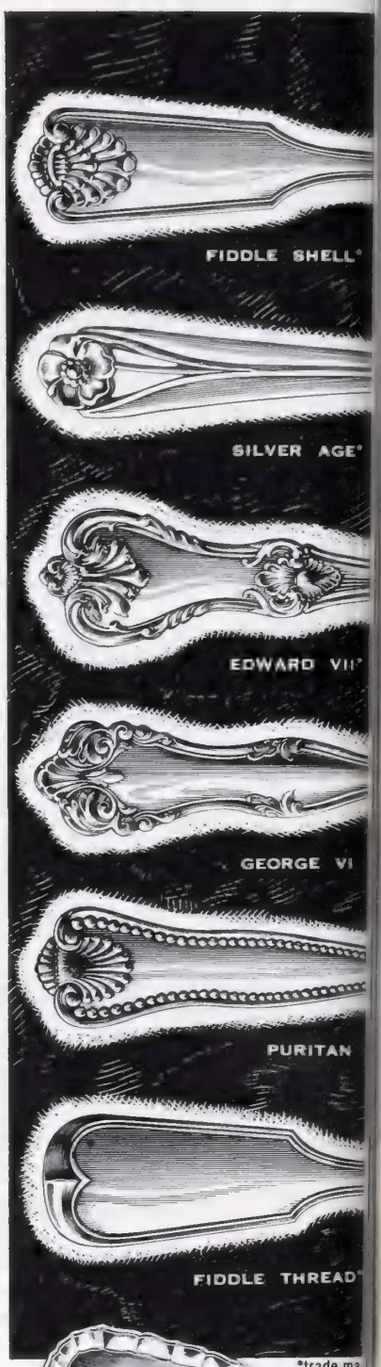
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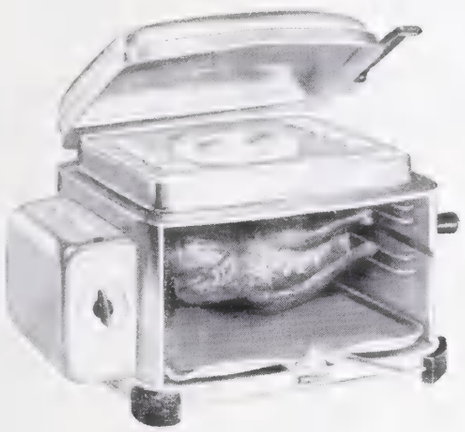
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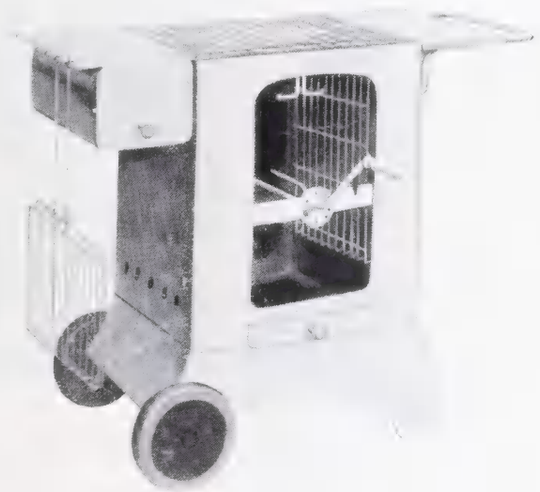
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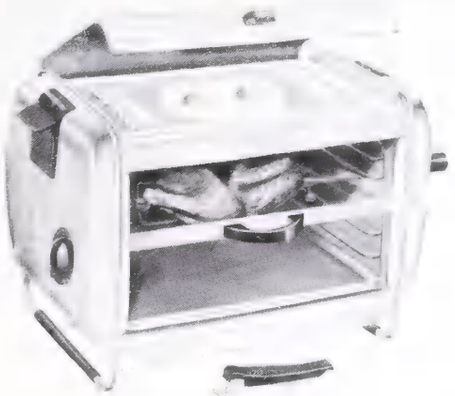
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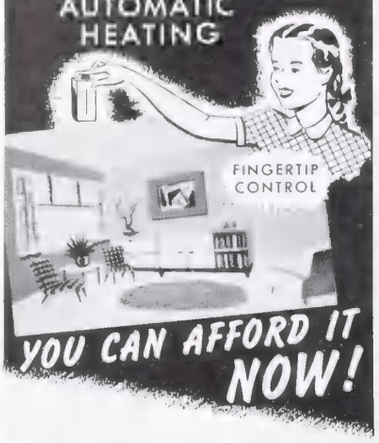


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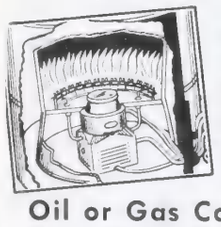
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EVERYONE WILL COOK LIKE A CONNOISSEUR

CONTINUED FROM PAGE 171

tear and come apart. (If you have a sympathetic butcher, get him to record your dimensions so you can skip this wearisome routine.) If there is a thinner part of the fish that will slip and slide in the grill, support it with a slice of French bread placed on the skin side of the fish. You can also cook fish and meat at the same time, on the same grill by separating it with big wedges of French bread cut to fit the grill and the space. These little tricks of technique really pay off.

The lighting and the timing of your fire are important items. We lay the fire—if we are cooking outdoors—with about a quarter of the firebox filled with crumpled newspaper. Then three layers of pencil-sized kindling, then filled to top with charcoal. Have an extra coal scuttle filled with charcoal. (We use Kingford Briquets, purchaseable at any Ford automobile dealer. They are cleaner.) Indoors, start the fire with Sterno, instead of paper and kindling, to eliminate the early smoking (which no fan copes with until the flue warms up).

Half an hour before guests arrive we light the fire. When the guests arrive we refill the firebox to the top with more briquets, and that usually lasts through what we are cooking. But if you are cooking a big thing like a leg of lamb, you will have to start earlier and replenish the fire several times.

The temperature of the fire is, of course, all important in the timing of your cookery. The hotter the fire, naturally the more quickly your food is cooked. But as a general rule 45 minutes is an allowable time for average items, such as a 14- to 18-pound fish, a boned small leg of lamb, halves of chicken. With veal and pork chops, it will not be less but might run over 60 minutes, and 80-90 minutes for big turkeys or rolled beef roasts. Generally speaking, we start the food when the first few guests arrive, allowing a half hour for cocktail time and ten to 15 minutes for the soup or first course. For large parties the size of roasts increases, so time has to be lengthened.

Butter the grill before using it, for this prevents things from sticking. Many food items are buttered before placing them in the grill. You can't stint on the butter—it takes more than you think—but it is worth it. And I like to use unsalted butter. However, this is not a must. It's a matter of taste.

You can also cook a whole dinner on the rotisserie by putting in items first that require longer cooking, and then adding items from time to time. For instance, you can cook hamburgers or lobster halves or hot dogs wrapped in bacon, mushrooms and halves of tomatoes all at once, for they cook in the same approximate time. Or you can cook veal or pork with zucchini squash or whole string beans. Or if you are in the mood for shish kebab, use whole onions and canned whole baby beets and cherrystone tomatoes, and put in chicken livers or cold ham, cut in chunks, or any meat you wish. Artichoke bottoms and chunks of zucchini squash with lamb make a good skewer dinner. Often I have heated frozen or canned vegetables in the drip pan under the spit and served the whole luncheon or dinner from this container.

The timing on the serving is also important, for the minute the food gets away from the fire it cools very rapidly. (This is California I'm talking about.) If you do not serve your roast from the drip pan, be sure your platter is *hot*. Fish is rather unmanageable in a large fillet, so we just serve it in the grill it was cooked in, and the guests help themselves.

Of course the plates must also be *hot*. I used the pewter-like Stedeware plates for they can be really heated up and stay hot longer.

Now for some actual rotisserie recipes.

Salmon, or any large Filleted Fish

1 14- to 18-pound fish
½ pound butter
¼ cup chopped shallots or green onions
2 limes or 1 lemon
Java cracked pepper (Spice Islands)

Have the fish man cut fish or fillet it very carefully. (Be sure to get all fish bones and extra heads, if any are available, for the sauce.) Wash fish, squeeze lime (or lemon) juice over all and put in the grill, pepper, cover with wax paper and store in refrigerator for two to four hours before grilling.

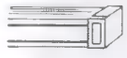
When ready to cook, put half pound of butter in white drip pan with the shallots and let 'er go! Baste as often as possible. If you are using the thin wire grill, count on 35 to 40 minutes. If you are using the thick wire grill count on 45 to 50 minutes. Fire must be hot for this timing to apply.

Do not try to remove fish from grill; let guests help themselves. Serve with the following sauce:

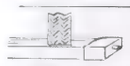


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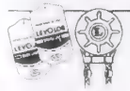
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Sauce Béarnaise

Make a "Court Bouillon" of all the fish bones as follows:

Fish bones
2 carrots
2 stalks of celery
2 green onions
2 large sprigs parsley
2 tablespoons tarragon vinegar
½ cup white wine (Chablis or any dry white wine)
1 teaspoon M.S.G. (monosodium glutamate)
¼ teaspoon Java cracked pepper
Water to cover fish bones.

Put the above in a kettle and simmer for four hours. Strain the liquid off the bones, skim if necessary and add the following:

½ cup white wine (same as previously used)
1 tablespoon tarragon vinegar
1 tablespoon chopped shallots or green onions

Boil this mixture gently until you have three cups of liquid. Put this into the top of a double boiler. Caution: *Do not let water touch bottom of double boiler.*

Five minutes before you are ready to serve the fish, remove double boiler from fire and stirring constantly with a wire whisk, add the beaten yolks of six eggs very gradually. Still stirring, add very gradually six tablespoons of butter from the drippings of the fish from the white drip pan, toss in some chopped chervil if you have it, and some chopped fresh tarragon and parsley, about a tablespoon of each. *The sauce cannot be served boiling hot as it will separate.*

* * *

If you want to use half your grill for fish for smaller parties, get two thick slices half as long as the grill and put them one above the other in the grill. On the other empty side, I suggest that you cook the vegetables, as they require the same time—whole zucchini squash, or artichoke halves, (with the "fuzz" removed). Place a small enamel pan in the large drip pan under the vegetables and baste them with their own separate sauce of butter, a clove of garlic put through the garlic press, and chopped green onions and parsley. When ready to serve, add Parmesan cheese and baste a few times. You will wow them with this.

* * *

Prawns and lobsters are superb cooked on the grill, and it is so simple.

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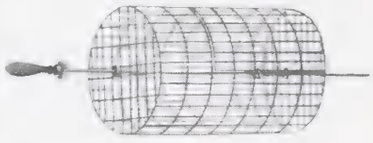
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CONTINUED FROM PRECEDING PAGE

cooked as soon as possible after defrosting. Put them in the grill that will fit them best, which is the "wheel," the many-sided accessory. Coat prawns generously with melted butter and baste often for they cook in about 10 or 20 minutes. Use shallots (chopped) and parsley or any herbs that you like to use with fish.



The "hollow wheel" accessory is for bulky things like corn on the cob, lobsters, shellfish and similar foods that are a little unwieldy.

For the lobster, get frozen (or of course fresh, if possible) lobster tails in their shells. Cut in half down the middle of the back, butter generously with melted butter and put in the grill. With a hot hot fire 15 minutes is enough time for small lobsters. If you can get fresh live lobsters, have fish man cut them in half while still alive, for lobster prepared this way must not be cooked beforehand. Have loads of melted butter to serve as a sauce, or serve with it your favorite lobster sauce.

For a delicious additional flavor to broiled lobster, during the cooking period add one teaspoon of good dry sherry (I use Pedro Domecq's, La Ina) for each half of lobster, ¼ cup chopped chives and ¼ cup chopped parsley. Another delicious flavor for lobster is Rum and lime juice. Allow 1 large lime for two lobsters. Squeeze over lobsters and add 1 teaspoonful of rum for each half lobster during cooking. Baste with butter to which chopped chives and chopped parsley have been added.

* * *

Chicken Halves or Rabbit

Get young three-pound chickens. I prefer mine freshly killed and drawn immediately, allowing a half chicken per portion. Wipe them well with a dry cloth and butter generously, scatter lightly with Java cracked pepper, and place in the flat grill. The most you can do is four at a time. Use a half pound of butter for the basting and add any desired seasoning—chopped shallots, half cup of white wine tarragon leaves, or any of your favorite barbecue sauces. The cooking time is approximately 45 minutes. It is as simple as that, and definitely a better way to cook chicken. (Another good basting for chicken is butter, paprika, and chopped green onions or shallots.)

Rabbit is treated the same as young chicken.

Whole Roasted Chicken

Use 2 four-pound young roasters. After seeing that chickens are clean, remove necks but not the tails. Run them through with the long rod with the attaching pins. If rod is run through tails, chickens hold better. Tie wings down and also legs. Allow an hour-plus for the cooking. Use any seasoning you prefer, but always remember chickens are to be well rubbed with butter, and allow half a pound of butter for basting.



The main spit, with the adjustable prongs which keep a big fowl or meat roast from revolving and slipping as the spit rotates.

Pork Chops Using 2" Grill

Take grill down and have butcher cut chops of the thickness to fit the 2" thick grill so the chops won't slide around.

Coat well with melted butter and put on fire. You need only one quarter pound of butter for these chops. Cooking time is a little over 50 minutes.

Suggested added seasonings, or bastings for pork:

1 tablespoon honey, melted in half cup hot water
¼ cup soya sauce
½ cube butter, melted (⅛ pound)

Mix all together and baste frequently.

If you wish herbs and wine as a basting sauce use this:

½ cup chopped chives
½ cup chopped parsley
2 small bay leaves chopped (fresh) or one dried one
2 cups wine (dry white)
2 tablespoons chopped shallots
1 teaspoon marjoram

Stir in the above with the melted butter and baste.



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Lamb Chops Using 2″ Grill

Again have the butcher cut the chops to fit the grill. Allow 30 minutes for chops to cook. Use above sauces for lamb also. Or use just butter and 1 heaping tablespoon of freshly chopped rosemary. If using dried rosemary, see that it has not lost its flavor, and use one rounded teaspoon and mash it in the palm of your hand.

Also, you can use butter, garlic and ginger (1 level teaspoon) as a tasty basting sauce.

Leg of Lamb

Have butcher bone leg of lamb and cut into two equal pieces. Coat well with melted butter and place in thick grill. Allow 45 minutes cooking time, and use your favorite basting sauce or here is one that is very good.

Sauce

½ cup chopped carrots
½ cup chopped parsley
2 shallots, chopped
1 clove garlic run through garlic press
1 teaspoon freshly dried Oregano (2 teaspoons if fresh)
½ cup chopped chives
½ cup red wine

Put all the ingredients except the wine into the melted butter in the drip pan and baste frequently. When adding wine, pour half the wine over the lamb proper when lamb is half done. Add remainder of wine, pouring over lamb about 10 minutes before ready to serve.

When cooking the whole leg of lamb, allow 2 hours and 20 minutes time. Use any of the seasonings used on chops and increase the amount of butter used for basting, as required. You will have to replenish the fire often and this is an expensive method of cooking lamb, but you have never had such a succulent juicy leg of lamb. It makes history!

Veal Chops

I use the "wheel" accessory for veal chops and liver. The bone in the chops will have to be mashed with a cleaver so that you can get the chops into the rack and get the racks closed. Veal chops take 45 minutes cooking time. After the butcher has cut the chops to fit the grill, I arrange chops in alternate sections of the grill and put halves of crook-neck or yellow or green zucchini squash in the remaining sections. Coat all with melted butter.

(*Please turn to page* 249)



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Cubism and the

See "The Threat to the Next America," page 126-30

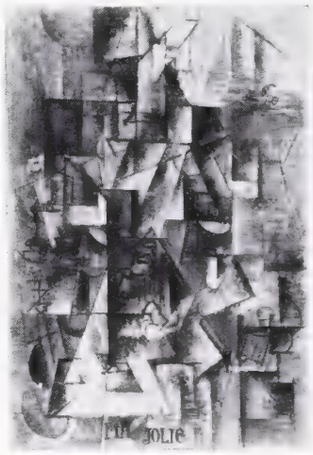
Combining the direct Cubism of Le Corbusier and the Cubist derivative of Mondrian, International Stylists are still playing with blocks 30-odd years after Picasso went on to something else. Posing as the *avant-garde*, they are in reality the Beaux Arts of the Twentieth Century, the new academicians of an old-fashioned esthetics.

The so-called International Style is a term applied to buildings that show the influence of primarily four architects: Oud, a member of *de Stijl*: Gropius, a former director of the German school of design, Bauhaus, and now an architect in the U.S.: Mies van der Rohe, another former director and also in the U.S.; and Le Corbusier.

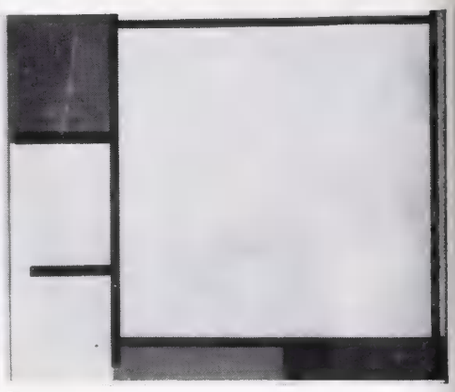
Le Corbusier, in addition to being an architectural theorist, was also a Cubist painter named Charles Jeanneret. He was early taken by the functional, box-like form of the American factory and from it developed much of his architectural point of view. Since the factory is a "machine for working," he reasoned, why not make a house that is a "machine for living?" So he took the form of the factory, played with it in oil painting after oil painting along Cubist lines, and came up (together with Oud, Gropius, and Mies) with the International Style.

A slightly modified example of this style may be seen in the concrete and glass slab of the United Nations building. It is nothing but an over-simplified American grain elevator. Slice the old-fashioned American factory and stretch it skyward and you also have it. You can do the same thing by simply standing a match box on one end.

In addition to American indus-



1



2

1. Late in the 1900's Picasso, along with Braque, began painting Cubist canvases. **2.** Piet Mondrian, a Dutch artist, carried Cubism one step further toward pure abstraction and painted flat rectangles of a few primary colors. **3.** Under the influence of Mondrian, the Dutch branch of Cubism, called *de Stijl*, extended his principles of composition to the design of furniture and even architecture. **4.** Note the fascination with Mondrian forms. **5.** This same fascination with form regardless of function continues today in the work of International Style architects, such as Mies van der Rohe.

International Style

rial forms, such as occur in factories, silos, and grain elevators. he International Style (and its Bauhaus component—see box on page 129) derives unmistakably from the mannered forms of the Cubist movement in art.

Cézanne, the father of modern painting, had reacted against the loose romanticism of the Impressionists with sharp emphasis on form: "Treat nature by the cylinder, the sphere, the cone," he said. Why not treat nature by the cube, then? And, in the 1900's, under the brilliant brushes of Picasso and Braque, a new art movement was born: Cubism (perfectly understandable in its time—which is early 20th Century—and in its place —on two-dimensional canvas).

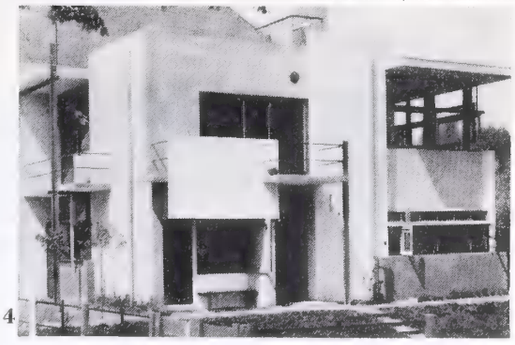
In Holland the Cubist movement became known as *de Stijl*, an organized group that included Mondrian, painter; Oud, architect; and van Doesburg, artist and architect. Mondrian had the dominant influence on the group's esthetic theory. He carried Picasso's Cubism one step further in a purely abstract direction—he painted endlessly in flat rectangles within rectangles, calculatedly off-center, using only a few primary colors.

In 1922 van Doesburg organized a section of *de Stijl* in the German school, Bauhaus, and inflicted it forevermore with the Mondrian scheme of composition and form. Thus today, former directors of the Bauhaus, such as Mies van der Rohe and Walter Gropius, are influentially active in the U.S.; former Bauhaus teachers, graduates and admirers are still designing furniture and buildings with the primary goal of making them look like a Mondrian painting.



3

PHOTOGRAPHS FROM THE MUSEUM OF MODERN ART, NEW YORK CITY



4



5



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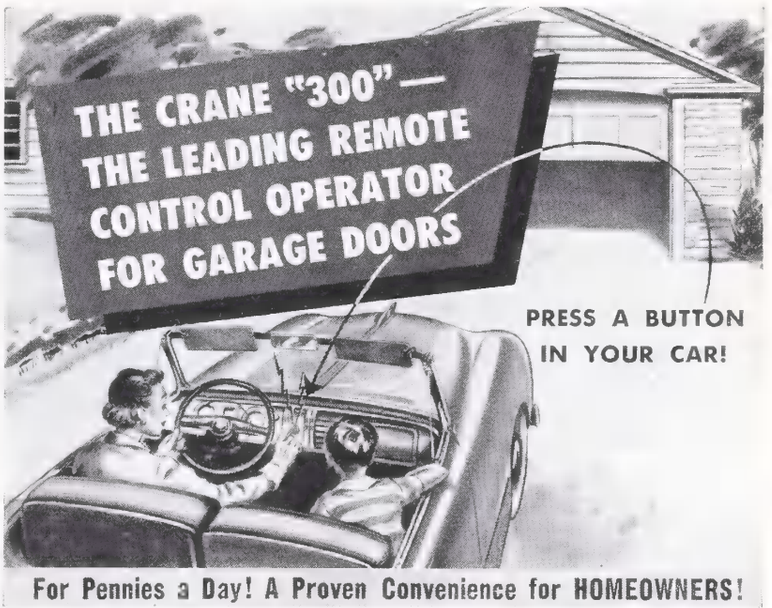
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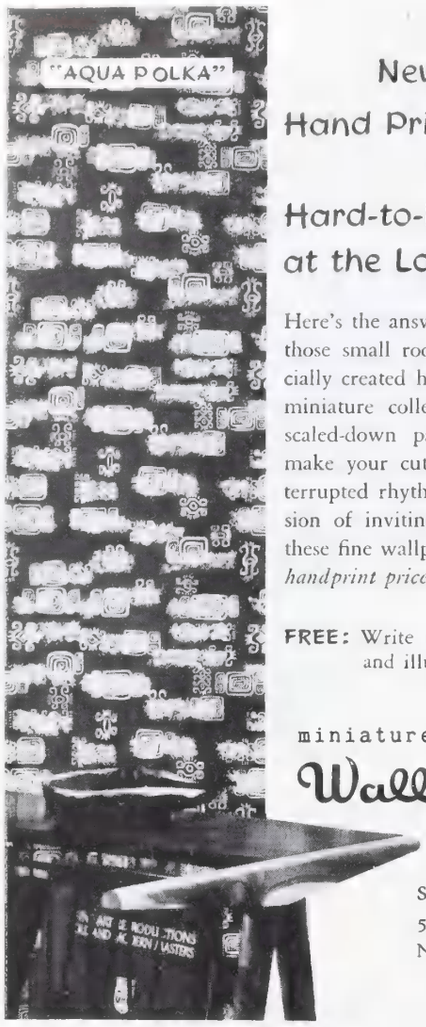
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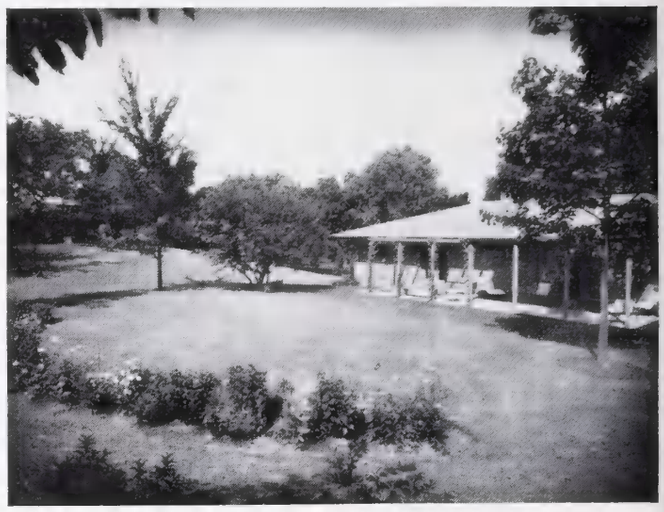
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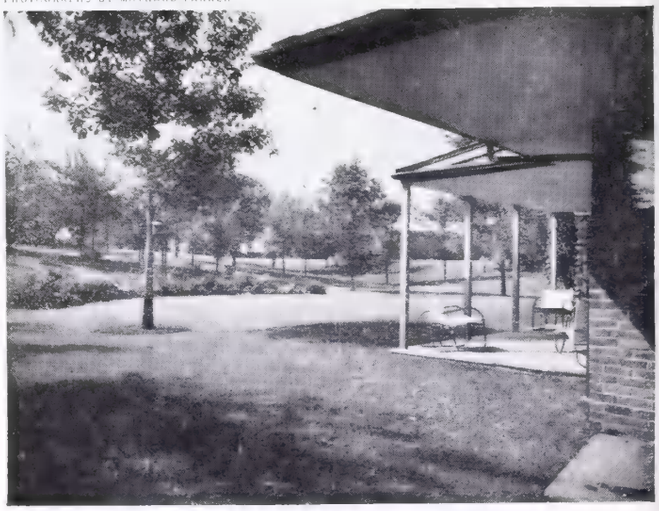


Privacy is much to be desired, but sometimes, for convenience, you want your yard to be continuous with your neighbor's. It's possible to enjoy *both* conditions, as this garden illustrates. There's a big gain in apparent size, too. George Siebenthaler, landscape architect.

This is a particularly happy blending of garden with house. Porch overlooks neighbors' terrace, but you'd never know it because plantings conceal it.



PHOTOGRAPHS BY MAYNARD PARKER



The curving flower bed is just about on the lot line, but this garden looks much larger because your eye sweeps right past this line. Privacy, though, hasn't been lost. Trees and shrubs were located carefully by the landscape architect to create seclusion where needed.



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DECORATOR'S DIARY

CONTINUED FROM PAGE 231

evitable baseboard keeps the table rom fitting flush against the wall here's always an opening at top nd sides for the heat to escape, nd there's an opening in the side f the table that lets you reach he radiator control. Ought to be boon, too, in a small room where t's not always easy to find any ther spot to put a dressing table.

Was wide awake at three o'clock his morning. Goodness knows why! After keeping my eyes resolutely losed for 20 minutes or so, I pened them and started to stare t the ceiling. And what a pretty ight it was, patterned by a composition of shadows. A block of arrow horizontal stripes (the Temite blind) slashed obliquely by a ew bold lines (the window munins). And below this, at just the ight point in the composition, a ilhouette of the potted ivy that tands on the window sill. Set me to vondering why we decorators don't ake more advantage of this free ift offered by the laws of light.

Spring came to the Watsons one lustery day last week, escorted by Ir. Miller, the paper hanger. I'd gone up the night before to be on hand in case any problems cropped up and to help Mrs. Watson plot out her new kitchen. At breakfast-time when our quiet friend arrived, the day looked like a throwback to the second week in January—grimly overcast and windy. A gust of biting dampness blew in the door ahead of him. But sometime after lunch the wind began to quiet down and by quitting time there was a hesitant glimmer of sunshine on the west windows. Didn't seem to make much difference until Mr. Miller, in his barely audible monotone, summoned us to the dining room to approve his job. We'd left him alone all day, almost forgotten he was there, so his achievement came as a shock. Here there was real sunshine as the afternoon light hit the flowering apple bough on the wall opposite the big window. It was Van Luit's new mural paper, "Spring Bough." We'd picked it because the design seems to grow down from the ceiling rather than up from the baseboard or dado like most murals —so there's plenty of blank space in the lower half against which

(*Please turn to page* 252)

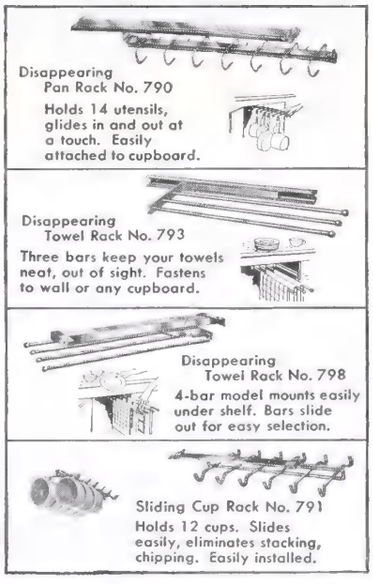


"Spring Bough" with Shoji





got a kitchen?
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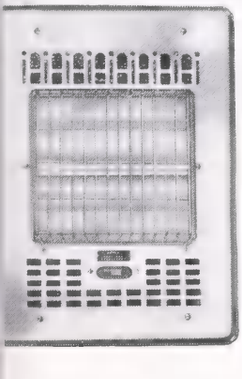
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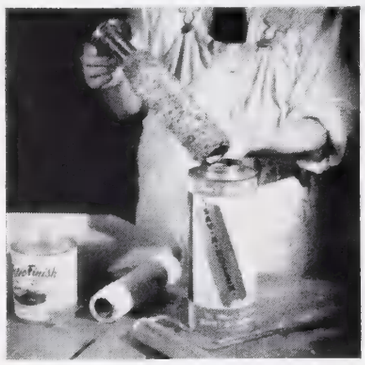
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By Julie Polshek



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(*Please turn to page* 247)



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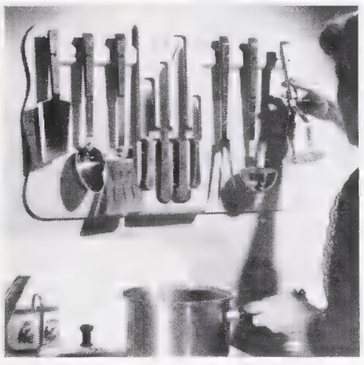
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CONTINUED FROM PAGE 244



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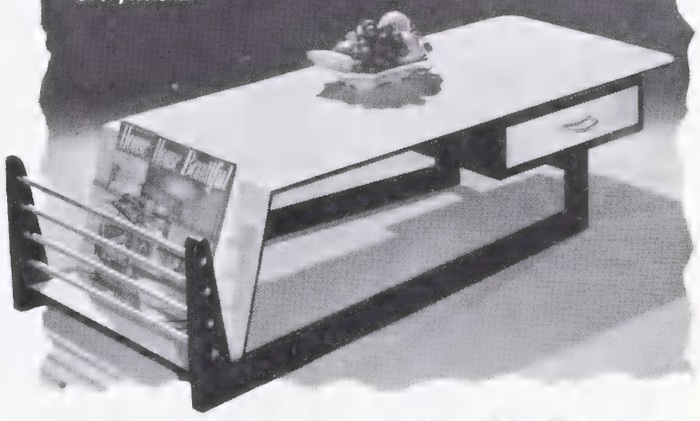


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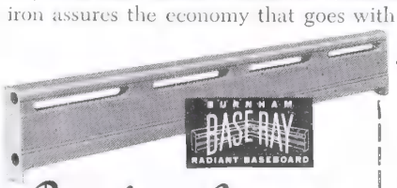
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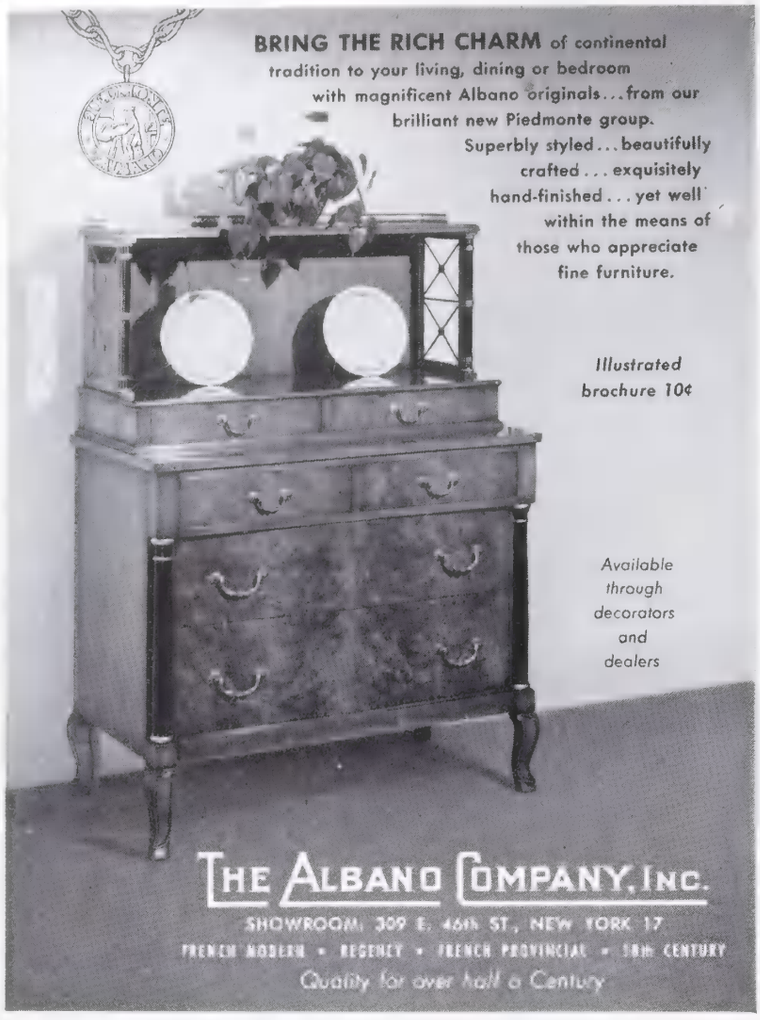
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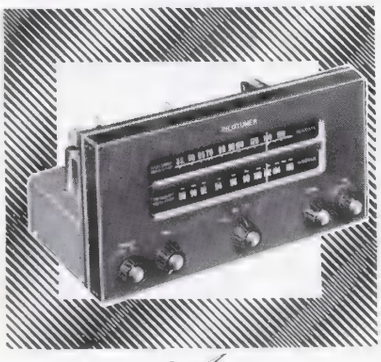
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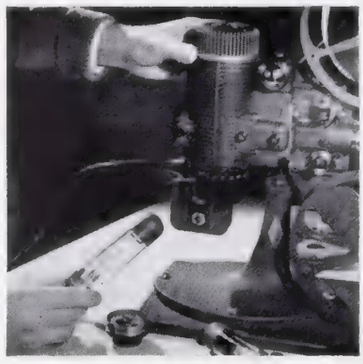
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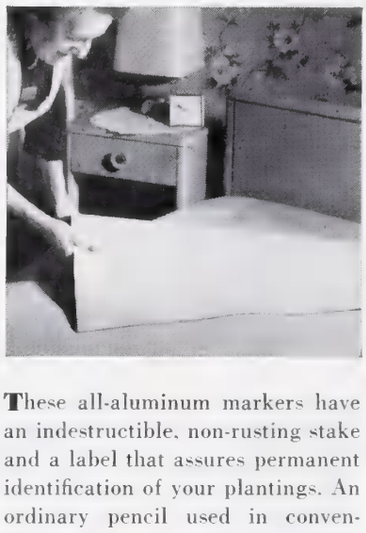
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A new projection lamp by W inghouse gives home-movie scre ing the benefit of theater-qua pictures. Technical crux is inno tive filament design that allo projector's optical system to p up more light; this in turn p duces a new high in screen brig ness, and it endures for lamp's l Services 8mm. and 16mm. proj tors. In 115-V or 120-V, 500-W 750-W. $3.50, $4.10 (plus ta Peerless Co., 415 Lexington, N.Y



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You can use Vocaline's Two-Tir to automatically start or stop pliance operation at a prede mined time. It will turn lamps or off, set your radio to awa you at rising time. A boon in nursery to turn the bright light and the dim one on. Precise ins ment affords you a 20-hour t ing span, can be used to o ate several devices simultaneou (1,650-w total). $13.95. W. S. T Co., 17 John St., New York, N.

(*Please turn to page* 253)

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IN THE NEXT AMERICA NEARLY EVERYONE WILL COOK LIKE A CONNOISSEUR

CONTINUED FROM PAGE 239

Baste the veal chops with the following sauce:

½ pound butter
¾ cup chopped carrots
1 clove garlic, run through press
1 shallot, chopped
½ cup chopped chives
½ cup chopped parsley

Put all the above ingredients into melted butter and baste frequently. It is amazing how the herbs cling to the meat. If you wish to have sour cream veal, add paprika (1 teaspoon) and 1 small onion minced to the above and pour heated sour cream over chops just before serving.

Hamburger De Luxe

2 pounds ground lean meat (cheapest you can buy, but it must have no fat)
½ cup sourdough French bread crumbs
2 eggs
1 teaspoon Monosodium Glutamate
½ teaspoon Beau Monde Seasoning (Spice Islands)
¼ teaspoon Java cracked pepper

Pour boiling water over crumbs to make a paste, add seasonings, and mix well. Stir in ground meat so that all is mixed well. Drop in one egg and mix well, then drop in the second egg and mix well. Shape into patties that will fit into the thin grill. You can't handle these very much as they will fall apart.

If you are having a big hamburger feast and fill the whole grill, then you won't have any room for vegetables. Cooking time is 20 minutes, and this allows for some to be rather well done and some fairly pink. I would prefer mine cooked about 18 minutes as I like rare meat.

If you are having a small party allow two pounds of meat for six people. Also into the grill put mushrooms in one section. In another put slices of tomatoes, as thick as will go into the wire grill, and fit tightly. Slice a large onion into thin rings and put them into the melted butter in the bottom of the drip pan. Have medium thick slices of sourdough French bread, with crusts cut off to go under the hamburgers. Put half pound of butter in the pan, put the grill on the fire, baste often.

Just before ready to serve, dip slices of French bread into butter in the drip pan, pour off excess butter (if there is any), and save. Place the bread rounds at one end

(*Please turn to page 254*)





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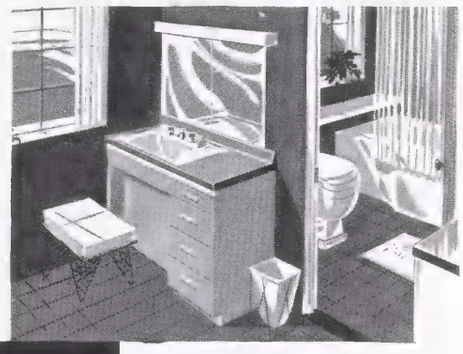
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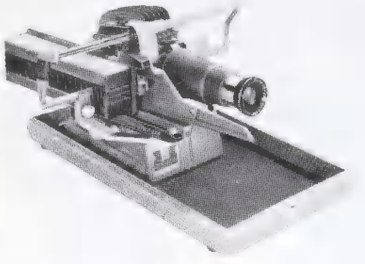
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THE THREAT TO THE NEXT AMERICA

CONTINUED FROM PAGE 130

that freezes you in one fixed "comfortable" position just long enough for you to buy it.

In the meantime, the home-grown variety of modern design has developed slowly and steadily along sound functional lines for well over 60 years and is in a remarkably healthy and progressive state. This healthy, rational branch of modern is skillful enough to produce buildings that have both beauty and performance, without sacrificing either—as can be seen in the work of Architect John Yeon, beginning on page 116.

Let's apply our own canons of common sense to all this bad modern design.—Does it work, will it hold up, and does it look good?

Does it work?

The much touted all-glass cube of International Style architecture is perhaps the most unlivable type of home for man since he descended from the tree and entered a cave. You burn up in the summer and freeze in the winter, because nothing must interfere with the "pure" form of their rectangles—no overhanging roofs to shade you from the sun; the bare minimum of gadgets and possessions so as not to spoil the "clean" look; three or four pieces of furniture placed along arbitrary pre-ordained lines; room for only a few books and one painting at precise and permanent points; no children, no dogs, extremely meager kitchen facilities—nothing human that might disturb the architect's composition.

Do such buildings hold up, age gracefully, and last reasonably long?

When told that a building of his would last no more than ten years because of the materials he planned to use, Le Corbusier said, "Good! Then we'll build another one!"

In California an architect of this school of design would not put a gutter on the roof of a client's house because, he said, "It would spoil the Mondrian scheme of the composition." When the roof leaked, he advised his client to move his bed out of the way of the dripping water.

In Chicago the all-glass apartment houses designed by Mies van der Rohe are uncomfortable because no arrangements exist to shade the glass, summer or winter, and they require a number of expensive aids and adjustments to make up for the deficiencies cau by the design.

In Paris the glass apartm house designed by Le Corbu has been made inhabitable only the very expensive investments the tenants. The once clean look metal and glass is now rusty shabby; and where metal m glass there are jagged cracks. a Le Corbusier dormitory for dents the occupants have to tak shower every few hours in the s mer because of the direct streaming through the unsha glass walls. (Actually glass, p erly used, adds a new dimensio modern living.)

Do such designs look good?

Only if you think that Mond is not only the greatest artist ever lived but also a painter has obliterated the art of the R aissance, the Byzantine, the and the future. Only if you th that he has fixed, once and for the proportions of beauty and use of color. Only if, in the analysis, you can live with an i sion through all the discomfort frustration and barrenness of s austere design.

A house or a piece of furnit cannot be judged by the s standards as a two-dimensi painting. Herein lies the fal which has trapped this school.

Life has depth and width length; it moves in time and m ory; it feels heat and cold, a and fear, love and indifference seeks light and darkness, s and shelter, beauty and rep Life is all this and much more

You can hang a painting o wall and look at it. Or you turn it to the wall when you bored with it. But you can't liv a painting day and night, pl cally, emotionally and esthetic A three-dimensional object (li house) cannot be evaluated by two-dimensional standards of ist painting, nor by the stand of sculpture or music.

The *good* modern designer we have a great many fine o starts from a sense of the extr dinary variety of life, its sions, hungers and ordinary ne Certainly in architecture he way beyond the smaller worl painting. Life and its requirem are his point of departure. He is deeply interested in beau form, but he judges his form the same terms of common s that we say should be applied t design: function, structure and beauty—usefulness, strength esthetic appeal.

The first standard of good



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ern design is still function—despite the dictates of the hair-shirt school. In this sense it is *organic* design, or what is involved in the statement "form follows function." This principle, first expressed clearly by Horatio Greenough in the 1880's and developed by Louis Sullivan and Frank Lloyd Wright, is the keystone of American architecture and design. According to this principle, the form of a chair, for instance, is judged in these terms: How does it carry your weight and at what points; how do the arms feel under your arms, its back against your back, and so on?

The second standard of good modern design involves structure: strength and nature of materials used, economy and honesty of construction, durability and ease of maintenance, and similar concerns.

Finally, the third standard: *beauty*. Actually, if we accept the principle of "form follows function," we are a long way toward agreement on what constitutes beauty. For example, the points judged *beautiful* in a race horse are also those that make it a *fast* race horse. Thus, a house that performs well and is well built may indeed be beautiful (as well as functional), because originality emerges in the happy solution of all problems.

In nature, the question of what is beautiful is fairly quickly resolved. A beautiful plant is always a healthy, structurally sound plant. Similarly with birds or animals. Natural forms are always evaluated in terms of their function or purpose. It is unlikely that there are bad forms in nature, for they suffer the most effective of criticisms: They don't survive.

But somehow bad design survives in the market place, even if it doesn't in the jungle. Somehow man can be carried away by the emptiest and most fraudulent of things, **if three things happen: if he no longer trusts his own judgment, if he depends on the wrong people for advice, and if irresponsible editors and publicists lose their own sense of responsibility and promote bad design.**

International Stylists and Bauhaus designers have had beyond a doubt the best publicists in the market place. They promise more and perform less than any school of design in history. They say, "You must sacrifice comfort in order to achieve serenity." And what is their serenity? Sitting in the middle of an empty room surrounded by glass walls.

Once people close their ears to the ecstatic gibberish they now hear in favor of the bad modern furniture and worse modern architecture, and open their eyes to the truth, then the reign of error will be over. Let people but judge this type of design in these terms (and ignore the lyrical language of their sponsors). (1) Does it perform the way I want it to? (2) Will it hold up under normal usage? (3) Do I really think it is beautiful?

Once furniture and architecture are so judged, the age of reason, beauty, and comfort i.e., the Next America, will be with us.

You *can* have **comfort** *and* **performance** *and* **beauty,** if you trust your own common sense and apply free and independent taste. After all, what is the alternative to trusting yourself? Trusting someone else. And if he perversely suggests something you would normally reject: an unsittable chair, an unlivable house, an inhuman philosophy, where are you then? If you don't take his advice, you are back on your own. If you take his advice, you suffer the consequences of *his* choice and not your own. Freedom, your own freedom of choice—and its consequences—is the only road to personal growth. Your reason, your common sense, is the finest instrument you possess for living.

Don't let them take it away.



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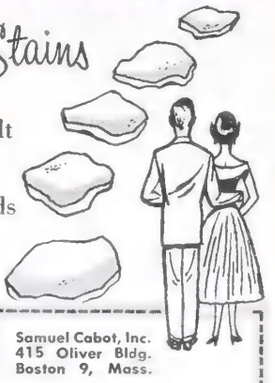
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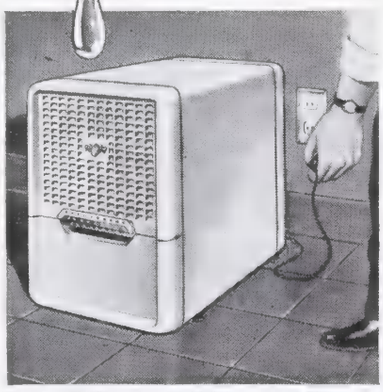
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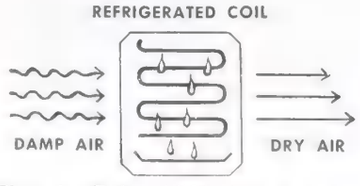


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DECORATOR'S DIARY

CONTINUED FROM PAGE 243

you can place furniture. Comes in four panels, 27 inches wide, and the first panel looks logical joined to the last, if you need a repeat to cover the space. On the long unbroken wall next to it we used the same firm's shoji panels. Each strip has its own cornice and dado and if you need to lengthen it, you merely cut it in the center and insert an extra piece of lattice from another panel. The other two walls—the ones with the doors and windows—were already painted in the pale green tint that is lightly brushed across the oyster white ground of "Spring Bough."

As I mentioned before, spring had come. Even Mr. Miller seemed cheered. What's more, it had come to stay. That room gets rather hot on summer afternoons. But it will seem several degrees cooler with its fresh April scenery.

Finally found a ceiling light that will work for the Cecils—and a lot of other people in the same fix. They like to keep their dining table next to the window so they can look out at the garden. It's a drop leaf, a rather large one, and when the two of them are alone they keep the leaf toward the wall down, leave the other leaf up, and set the two places at right angles to each other. Works out fine. And there'd be no trick to finding a ceiling light if they always kept the table that way. Could use any one of those hanging fixtures that pull up and down.

But when the children come home, they lift up both leaves of the table and pull it out into the room a bit. Where would a ceiling light be then? Left behind at the window obviously, with the table looking as foolish as a chest that strayed from its mirror or a trolley that ran off its track. Well, that is all taken care of by Lightolier's "Traveler." It's equipped with a simple ordinary traverse rod along which the lamp may be pulled across the ceiling for a distance of five feet. Now the table can be set in half-a-dozen different ways and always have the light centered over it. Why did it take so long to figure out that one!

"In these days of overwrought nerves . . ." So begin nine out of ten homilies on how to achieve serenity in our times. But the problem, it appears, is not exclusive with us. Have been reading that ancient bound copy of HOUSE BEAUTIFUL again and came across the following:

"The mysterious affinity between lamps and small tables has been commented upon . . . Usually the more imposing the lamp the more insignificant the table. The same may be said of vases of flowers. They are usually placed where they look extremely topheavy. Possibly they are quite safe, but they do not look so, and therefore produce an appearance of insecurity which is upsetting to the nerves. In the days of overwrought nerves it is worse than senseless to have the nerves upset by such unnecessary trifles."

How true. How true.

Date of first publication: October, 1907. —M.



Movable ceiling light



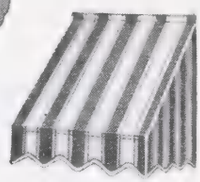
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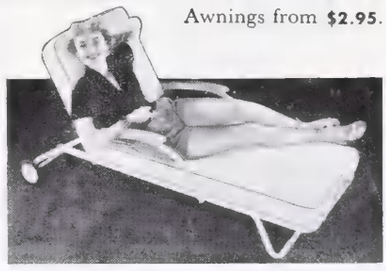


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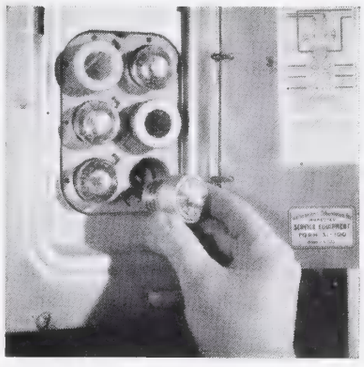
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IT'S WORTH MENTIONING

CONTINUED FROM PAGE 248



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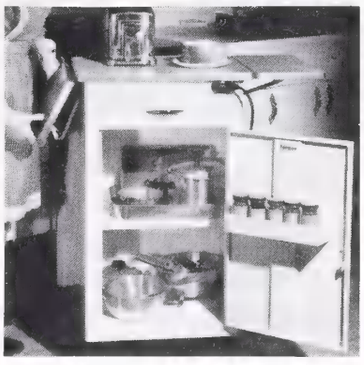


When you fit a fuse box with Mini-Breakers, you eliminate the need for fuses and the inconvenience of fuse replacements. The thermally actuated unit automatically breaks the circuit it controls when overload or short occurs. Its service is restored by merely pressing the reset button. Shock-proof and listed by UL. $1.50; available in 15-, 20-, 30-amp. Claiborne's, 2123 Pine St., St. Louis, Mo.



A much-needed means of getting bedspreads out of the way at night has finally come along. It's a swing-like hanger that houses them neatly on the back of a closet door. Extra bed blankets can occupy the rack by day. Joseph Bedspread Hanger (25″ wide) is affixed by screw-centered wood discs at ends of the silk suspension cords. $2 pr. (ivory or natural-finish hardwood pole), Lord & Taylor, New York, N. Y.

The expandable working surface of Forgee's drop-leaf Rollaway Cabinet is an obvious convenience. To add to the counter's worth, it is Formica-surfaced. Enameled-steel unit has the benefit of strong, durable construction, recessed-base, a 4-way electrical outlet. The stove height is a further asset. Width, 30″, depth 16″; counter (gray mother-of-pearl), with raised leaves measures 36″. $27.95, from Macy's, New York.





Never saw a hand-beater move with the speed of this LaSorgente Whipper from Italy. Its swirled propeller moves down and up through the stem, causing the beater head to travel around much like a spinning top. Operating it is incredibly effortless and free of spatter. All-metal construction is strong as can be; beating ring can be accommodated by even a cup. Easy to wash, too. $2.75. Vendome, 415 Madison Avenue, New York, N. Y.





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ADDRESS

CITY ZONE

COUNTY STATE

IN THE NEXT AMERICA NEARLY EVERYONE WILL COOK LIKE A CONNOISSEUR

CONTINUED FROM PAGE 249

of the drip pan, the hamburgers on top, the hot onion rings next in the pan, the broiled tomatoes in the center of the pan and at the other end go the mushrooms. This makes a most delicious as well as attractive way to cook and serve in the one pan.

Steaks too, can be done on a rotating spit in front of a fire. They are so juicy you'll realize you've never had a really juicy steak before.

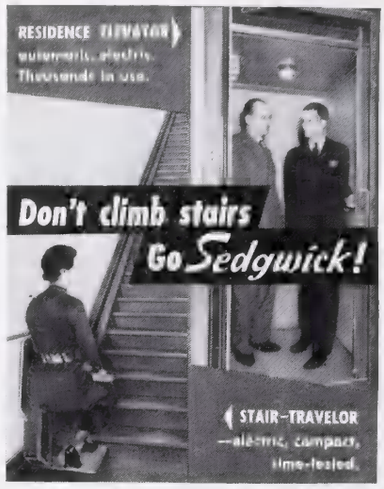
Have steaks cut the thickness of the thicker grill. Baste with one or two cubes of butter, depending upon the quantity of steaks. If you wish, add any of your favorite seasonings to the butter, be it wine, mustard, coffee, or soya sauce. Cooking time for rare steaks is 25 minutes approximately, but to be sure, give it the test of pressing with the fingers. It is rare if it is soft to the "punch." If there is no softness it is well done.

Hot dogs wrapped in bacon are also delicious to have. I get the big fat wieners that are garlic flavored. I allow one per person with a few extras for the men. Heat the hot dogs by placing them in cold water, and bringing to a near boil. Don't let them really bubble for they will split. Drain them and wrap while still warm in the best bacon you can get. Place in the grill that will hold them steadiest while turning. Allow 15 to 20 minutes cooking time, or until bacon is brown.

Duck

Duck can sometimes be so dry that it is like wood pulp. But you have no worries about its juiciness when done on the rotisserie. The only trouble is one eats so much of it that it serves very few people. For two- , four- , or five-pound ducks, only six people can be served amply, but if you want to quarter the ducks then of course eight can be served.

If you happen to have a rotisserie with two rotating spits—one over the other—you can put whole oranges and whole apples on the top spit and cook them while you are cooking the ducks on the lower spit.



For those who cannot or should not climb stairs—here is greater freedom and convenience in the home. Push a button . . . go to another floor without strain and danger of overexertion. Safe, economical and readily installed. Sound engineering and fine quality construction assure long, dependable service. Doctors and owners recommend Sedgwick. Nationwide representation.

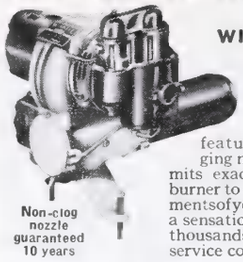
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Dept. Y-43, Lebanon, Indiana

Time allowed for ducks is one hour with a very hot fire.

As we get ducks frozen and I do not like the flavor of frozen fat I like a zesty sauce for the basting. Both the following are delicious.

One of my stand-by basting sauces (soya sauce and garlic and honey) is a delicious flavor accompaniment for pork, lamb, steak and especially duck.

Basting Sauce I

¼ cup soya sauce
2 cloves garlic run through garlic press
2 tablespoons honey
1½ cups hot water

Melt honey in hot water, stir into drip pan which contains soya sauce and garlic. Use wooden spoon with soya sauce.

* * *

Another delicious sauce for duck is red wine and orange juice and brandy sauce. Squeeze juice of one orange over ducks, allowing one orange and one jigger of brandy for each duck. Don't forget the inside, for the juice and brandy should be inside as well as out.

Basting Sauce II

2 cups red wine (Pinot Noir by Almaden Winery)
2 shallots, chopped
½ cup chopped chives
½ cup chopped parsley
1 fresh bay leaf, chopped
½ cup chopped celery with leaves

Put all the above in the drip pan and baste the ducks as often as you are in the mood.

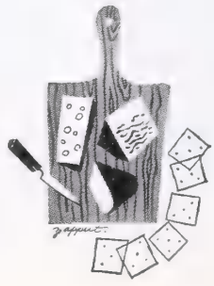
* * *

A delicious dessert to cook on your grill after the meat, fish, or fowl has been served is grilled bananas.

Allow one banana for each guest, but perhaps you should put in an extra one or two for the men.

Try to get "cooking" bananas. They are red ones or very fat yellow ones. If you can't get them use the regular bananas. Allow 25 minutes cooking time for them. Put them in the grill (unpeeled) and put them on the outside rack if your fire is still very hot.

(*Please turn to page* 259)





The walls, cabinets and shelves of this charming kitchen are made of lovely, durable Birch Weldwood Plywood. The grey sink and work surface top is Westinghouse Micarta®. Weldwood panels go right over new walls or old . . . quickly, economically. And they are guaranteed for the life of your home. Look for the famous Weldwood trademark.

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Sand from overseas, from the Sahara Desert, was flown in for this test by Pan American World Airways.



We planted grass seed (new Merion variety) in this sand—and fed it Vigoro regularly.



Vigoro goes to work! Soon tiny blades of grass appear . . . and quickly push upwards.



And the result! Thick, beautiful grass, as fine as might grow out of rich, black earth.

Vigoro comes in 2 forms—regular and new, water-soluble INSTANT VIGORO.

New feeding test reveals basic secret of gardening success

What you see here is something you'll probably never see again . . . anywhere.

Thick, green, deep-rooted grass, as fine as you'd expect to see on any lawn—yet actually grown in Sahara Desert sand!

Why grow grass in sand?

We made this experiment for two reasons. To show you how vital plant food is to gardening success; to prove that Vigoro alone provides *every* food element grass needs to grow and thrive . . . yes, even in desert sand!

A finer lawn . . . with Vigoro

Your lawn soil may be undernourished—and probably is—for nature seldom provides a perfect soil. Yet, as you see, Vigoro can make it rich in *all* the nutrients grass needs for the fullest, *finest* top growth. In addition, Vigoro helps develop deep, foraging roots. Thus, your lawn *stays* greener—requires less watering during the hot summer months.

See the difference Vigoro can make . . . on your own lawn. For best results, follow these feeding instructions carefully:

If grass is dormant: Apply any time at rate of 3 lbs. per 100 sq. ft.

If grass is green and growing: Be sure grass is dry. Then apply at same rate and **wet down well.**

For new lawns: Apply at same rate before seeding—or wait until new grass has been mowed twice.

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**Vigoro is the trade-mark for Swift & Company's complete, balanced plant food.*

How to

Open your fence to the breeze

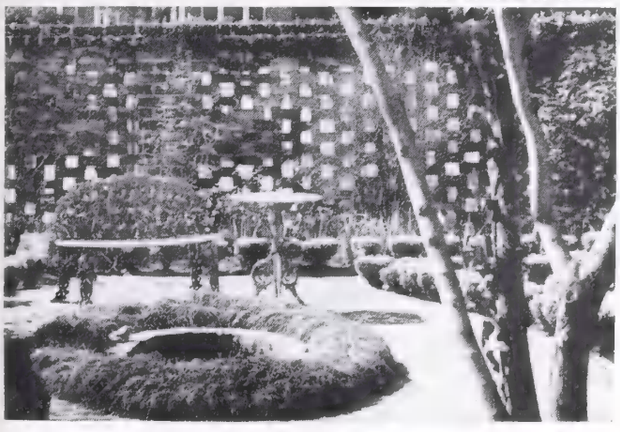


You can have a brick wall and still get your full quota of cooling summer breezes, if you build the kind of wall Mrs. Barrington King has in her Savannah, Ga., garden. Bricks are laid with mortar, spaced just far enough apart to allow air to enter, but not to destroy screen effect. Openwork gate gives excellent ventilation.



Openwork-iron panel in center of high hedge is utilitarian as well as decorative. A grill inset of this kind insures steady circulation of fresh air in the garden during warm weather. Pattern of panel is the same as in the gate pictured above.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



Open brick fence forms a handsome background, even for a formal garden, and is particularly effective in an area where entertaining is done. In addition to its other virtues, this kind of fence is easy to erect, is durable, needs little care.

Only THE KNAPP KM MONARCH ELECTRIC Liquidizer is 12 APPLIANCES in 1

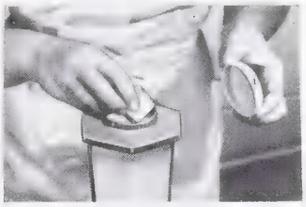
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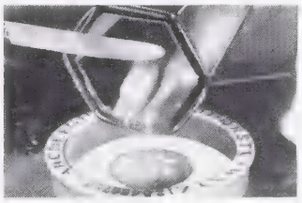
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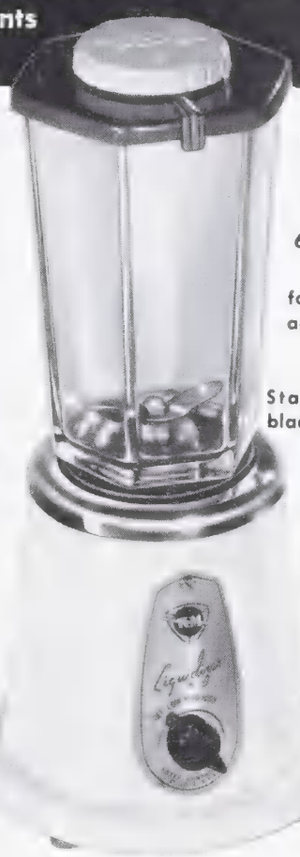
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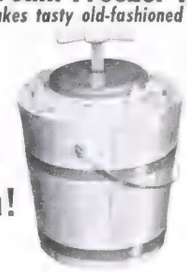
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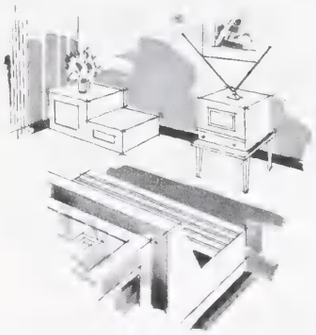
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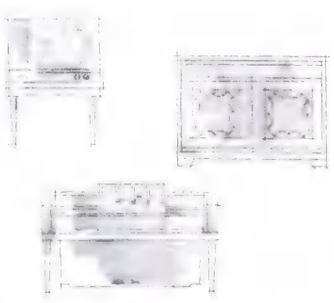
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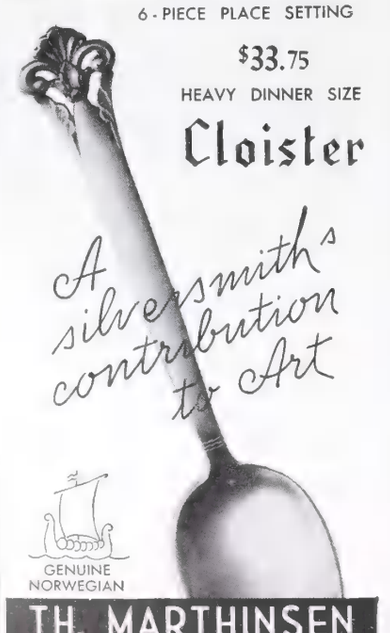
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BETTER AND CHEAPER

CONTINUED FROM PAGE 115



Black molded plastics drawers in a Formica-topped utility chest and the one shown on page 114 foreshadow an inevitable new kind of furniture. Balky, warping, dusty bureau drawers may soon be a thing of the past. Phenolic fitted with brass hardware and combined with wood, points to a possible revolution in the appearance of furniture. Edmond J. Spence designed these for Warren Furniture Mfg. Co.

You may wonder what a plastics bureau drawer proves about life in America, now and in the future. But if you know something about that drawer—what inspired it, what it does, what are its potentials—you will recognize it as a typically representative product of America's industrial system, and as such a symbol of the good material life this system offers us.

It is fundamental to our system that our machines never turn out mere replacements for what is broken or worn. The primary goal of our industry is to produce *better* things as quickly as they can be made, in order to fill human needs more aptly than they have ever been filled before, for more people in more places, and at less expense.

This symbolic plastics drawer is the latest development in the furniture industry's effort to improve its product. The drawer, which is shown close-up on page 115, is made of Bakelite phenolic plastics, molded in one smooth, seamless piece. This results in a drawer with rounded corners where no dust can lodge. Unlike the conventional wooden drawer which has to be composed of several pieces, this has no joinings that might come apart, no glue to dry out, or wood edges to splinter off. Phenolic, a pretty stable, solid plastics material, is not affected by temperature changes, and so drawers won't warp or shrink, stick, or wobble. They need no special linings or finishings, for they are as sleek and smooth inside as outside.

The plastic has a pleasant-ing, lustrous surface that is p against practically every pos stain. It is highly unlikely such a drawer might be chip but if it were, nicks and would not show up because its permeates its entire thickness can be washed with soap water.

It's predicted that when dra made by this process can be duced in quantity, they will b to 25 per cent less expensive standard wood drawers, since eliminate the labor and machi required in several steps of usual manufacturing opera This will make it possible manufacturers to put more sto drawers into furniture wit having to increase the price.

Already you can buy these b phenolic drawers incorporated existing furniture or separatel compose for yourself. But some you may buy one cabinet hou with several sets of plastic dra —in different colors, textures, different hardware fittings, so you can change the looks of case pieces to suit the season color scheme, just as you change upholstered furniture slipcovers. Plastic drawers are molded to fit either center dra guided construction, or side-gu construction. Future moldings probably be made so that they be used indiscriminately with ei type of construction.

IN THE NEXT AMERICA NEARLY EVERYONE WILL COOK LIKE A CONNOISSEUR

CONTINUED FROM PAGE 254

ve with the following sauce:

Red Wine Sauce

sugar
p water
good red wine (Pinot Noir)
us sprinkling of freshly ground
g
p slivered almonds

x sugar and water until sugar solved, add wine and simmer of syrupy consistency. Take ve until ready to use. You can this any time and use when d. When ready to serve, heat add one-half cup slivered al- s and the nutmeg.

is sauce is also fine for fresh es, pears, apricots or over ream. It is so easy and you make a mistake.

e barbecue corner in the en of HOUSE BEAUTIFUL'S Pace Setter House was built equipped with the following rials:

barbecue: The Mosaic Tile Zanesville, Ohio. Built-in fire- nd grate, Acme of California, mbra, Calif.

able barbecue: "Ajax" port- unit, Seabreeze Engineering Co., Garvey, Calif. Stainless steel cart for unit. Ershler & Krukin, Inc., Bayonne, New Jersey.

Plywood wall surfaces: Birch veneer, Roddis Plywood Corp., Marshfield, Wisconsin.

Paints and stains: "Nu-Hue" custom finish flat, semi-gloss and enamel paints, and "Nu-Hue" stains. Martin-Senour Company, Chicago, Illinois.

Flooring: "Flexachrome" vinyl plastic asbestos tile, The Tile-Tex Div., The Flintkote Company, Chicago Heights, Ill. Tile in front of barbecue, The Mosaic Tile Co., Zanesville, Ohio.

Ventilating fan: Over barbecue, Ilg Electric Ventilating Company, Chicago, Illinois.

Curtain fabric: "Lustercale", Wamsutta Mills, Inc., New York, N. Y.

Accessories: Asbestos gloves and barbecue tools courtesy of the Bar Mart, New York, N. Y. Coal scuttle courtesy of Hammacher-Schlemmer, New York, N. Y.

Canned heat: Sterno, Inc., N. Y.



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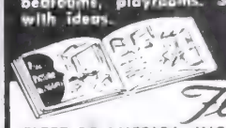
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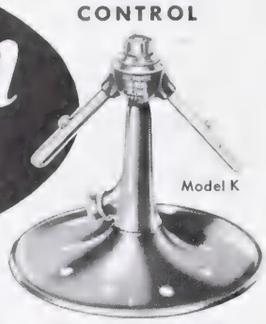
THE BRIAR HILL STONE CO.
Dept. C, Glenmont, Ohio

Please send free book "Built for Beauty with Briar Hill Golden Tone Sandstone."

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Address _____
City and State _____

EXCLUSIVE FINGER-TIP CONTROL

Sunbeam Rain King
The BEST SPRINKLERS MADE



Set it to sprinkle 5 to 50 FEET automatically

The sprinkler you see on beautiful lawns everywhere. A turn of dial sets distance and spray automatically. Speed of revolving arms breaks up spray to give natural rain-like shower best for all lawns. Famous Sunbeam long-lasting quality. All exposed brass parts chromium plated.

IDEAL FOR NARROW PARKWAYS AND WIDE LAWNS

Sunbeam RainKing TRAVELING SPRINKLER

TRAVELS UP TO 100 FEET . . . SHUTS OFF automatically

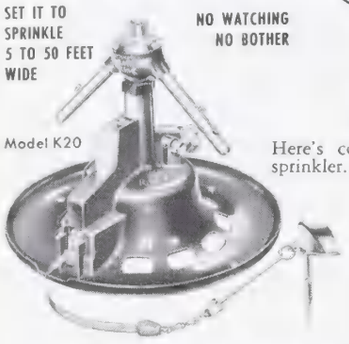
SET IT TO SPRINKLE 5 TO 50 FEET WIDE

NO WATCHING NO BOTHER

Travels straight or around corners

WINDS UP STAINLESS STEEL TAPE TO PULL ITSELF ACROSS THE LAWN

Model K20



Here's convenience you've always wanted in a lawn sprinkler. Waters small or large areas *and travels, too!* Wonderful for average lawn, long narrow parkway or large, open lawns. Can be set to sprinkle areas 5 to 50 feet wide. Set it. Forget it. No watching. No bother. Even goes around trees, corners, etc. Automatically cuts off at end of travel. Glides over small obstacles. Water-driven motor within sealed gear unit controls speed of travel to give perfect water distribution. Built to last. Sunbeam quality throughout.

These models and other Rain King Sprinklers for sale by better dealers everywhere.

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Sunbeam CORPORATION

Canada Factory: 321 Weston Rd. Toronto 9.

GIVE NATURE A BOOST WITH THE ACP "TONES"



To stimulate the natural tendency for roots to form on slips and cuttings, you need Rootone. You get faster rooting, heavier root systems. Fewer cuttings die from disease. Newly added fungicide controls damping-off and other soil-borne diseases. Treat grass seed with Rootone for a quicker, heavier stand and a thicker, more drought-resistant turf.

ROOTONE®
WITH FUNGICIDE

¼-oz. packet 25c 2-oz. jar $1



To reduce wilt and loss when transplanting, use Transplantone. It helps plants grow new roots and reduces loss of water. Plant starts growing again in a much shorter time. Indispensable in the garden for transplanting annuals, perennials, even shrubs. This hormone-vitamin combination will give your transplants a better chance to grow into big, healthy plants.

TRANSPLANTONE®
THE HORMONE-VITAMIN STARTER

½-oz. packet 25c 3-oz. canister $1

FRUITONE®
THE HORMONE SPRAY

Use on tomatoes for an earlier crop of bigger and more abundant fruit. Spray blossoms once a week for the first four weeks after blooming starts. Gives a better set of pods on beans (lima, string or soy) when sprayed on blossoms, especially in cool, wet weather. This year have the vegetables you like in plenty.

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SEEDTONE
THE SEED PROTECTANT

Recommended for both vegetable and flower seeds. Increases stands and yields by reducing seed decay, damping-off, seedling blights. Safe to handle, will not irritate skin. Guards against fungus diseases of seeds. Especially effective in early spring plantings. Just dust right on seeds, then plant.

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Weedone® • Weedone Crab Grass Killer • Weedust® • ACP Fruit Tree Spray • ACP Soil Conditioner Gro-Stuf • ACP Rose & Floral Dust • Trimtone

GARDENS FOR



Imagination transformed the outside of this blank garage wall and the little piece of ground beside it into a miniature garden, which provides a showplace for house plants in the summer and an effective, structural pattern for the winter. Note bold design of the little brick wall.



This pool catches and holds the eye so long you are not aware of how small the rest of the yard is. Yet pool was easy to build from inexpensive stock materials. Also, instead of a costly fountain statue, it uses plants in a fashion that is equally as impressive.

MALL SPACE

GARDEN DESIGNED BY OSMUNDSON & STALEY, LANDSCAPE ARCHITECTS



Why waste space between house and lawn with usual "mustache" of plants along the foundation? Instead, use a few plants with contrasting textures as here (rhododendron, left; pieris, right.) If you plant with a plan, rather than to fill space, your garden will always benefit.

PHOTOGRAPHS BY MAYNARD PARKER



Here a privacy fence handsomely converts a small, waste corner of space into a show spot with ever-changing shadow play. Absence of chilling winds plus trapped and radiated heat encourages a lush growth of plants and makes corner an ideal home for a tiny garden.

Homko

POWER LAWN MOWERS

"take the wishin' out of fishin'"



Gives You Time To Do The Things You Want!...

About these fellows in the picture all dressed up to go fishing . . . they're not as wrong as they look! It's just that they're in a real big hurry to get out there where the big ones are biting. It's a matter of minutes until they're finished mowing their lawns with their new HOMKOS and then bang! . . . they'll be off in a cloud of dust! They and countless others have discovered that using a HOMKO Power Lawn Mower means more leisure time. So why don't you "take the wishin' out of fishin'." Ask your dealer to show you a HOMKO . . . today!

Write today for **FREE** folder giving complete facts about the entire HOMKO line... if you also wish a 24-page book full of garden and home ideas, enclose 10¢ to cover postage and handling.

WESTERN TOOL & STAMPING CO., DEPT. HB4
2725 Second Ave., Des Moines 13, Iowa

DEMAND DEPENDABLE HOMKO
. . . TRULY A QUALITY PRODUCT



LATEST NEWS ABOUT **SAVAGE** POWER MOWERS

★ Companion products of world-famous Savage firearms ★

COMPLETELY NEW ROTARY MOWER ANNOUNCED

'Gunmaker' Precision; Rugged Construction Features of Savage ROTOR CHIEF

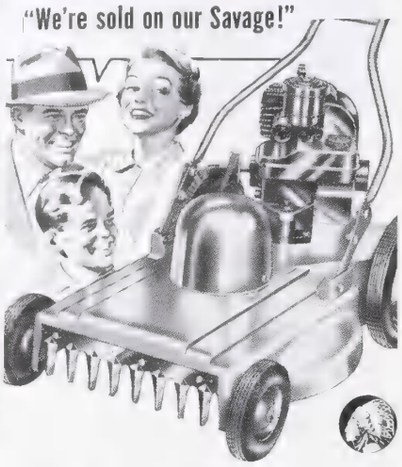
The beautiful new Savage 20" ROTOR CHIEF knifes through practically anything – high weeds, matted grass, even underbrush! Its high-speed, propeller-pitched blade sucks grass upward, clips it off neatly – then spreads it in an even mulch that is good for your lawn. Clippings and debris are deflected to the side. Cuts close to walls, fences, walks. Does away with tiresome hand trimming.

100 YEARS

Nearly 100 years of engineering accomplishments and *gunsmith* craftsmanship are back of the Savage ROTOR CHIEF. Savage has used this experience to build a mower with the extra rugged construction and precision quality necessary to give outstanding, trouble-free service. You will recognize Savage gunsmith craftsmanship instantly. See a *Savage* at your dealer's this week!

Tips on how to have a perfect lawn plus details on Savage mowers are yours in an interesting, illustrated, free booklet. Write to Savage Arms Corporation, Lawn Mower Division, 89 Broadway, Chicopee Falls, Mass.

"We're sold on our Savage!"



The 20" Savage ROTOR CHIEF* rotary mower, Model 81. The Savage line includes Savage YARD CHIEF*, Model 90, 21" reel-type; Savage POWER CHIEF*, Model 75, 18" reel-type; Savage DYNA CHIEF, Model 70, 18" reel-type electric mower; and four modern hand mowers.
*Reg. U. S. Pat. Off.



SAFETY-SLIP clutch and belt drive protect blade and engine from shock.

CUTS WIDER than its own tread! Large rear wheels for easy maneuvering.

RUGGED STEEL frame, reinforced for rigidity. Briggs & Stratton 4-cycle motor.

"STA-TEMP" propeller-pitched blade stays sharp; whirls at 2800 r.p.m.

Insist on a **SMITH SPRAYER**

THE LEADERS SINCE 1888

Streamlined BLIZZARD



Most beautiful sprayer made. Shining, solid copper tank. Polished brass pump barrel. Continuous spray. Dozens of uses. Double nozzle for spraying straight ahead or at any angle. Pint and Quart (.79 cc.) sizes. The jewel of sprayers.

THE LADIES' FAVORITE

RITESIZE Sprayer

Extremely light weight de luxe model. 16" extension and 5 ft. hose permit spraying wide area without moving. Unexcelled for spraying gardens, roses, shrubbery, trees, weed killing solutions. Adjustable nozzle. Brass pump. Unsurpassed.

SMITH SPRAYERS are handled by leading stores everywhere. However, if your dealer cannot supply you please write us.

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Books for Gardeners

A critical survey of recently published plant literature

By Carol H. Woodward

Roses for All

Anyone Can Grow Roses. Cynthia Westcott. Van Nostrand. 147 pages. $2.

According to rosarian Cynthia Westcott, the tenth commandment is: "Love your roses enough to know when they are healthy and happy and don't disturb them with unnecessary attention." Her own inherent love for roses glows throughout the book. The preceding nine commandments are appropriately wise. Best of all are her sensible directions for making roses easy to grow and pleasant to live with.

Azaleas in the U.S.A.

The Azalea Handbook 1952. American Horticultural Society. Washington 2, D. C. 148 pp. $2.60.

A valuable new reference work for the American grower.

Multiplying Plants

Plant Propagation. E. J. King. Farrar, Straus & Young. 264 pages. $4.

Principles of plant growth are well explained along with specific directions for propagation.

In Pots, Jugs, and Baskets

Plants in Your Home. Violet Stevenson. Arthur Barker, Ltd., London. 196 pp. 12/6.

The title of Chapter I, "Simple and Friendly," characterizes this elementary book. The author herself was apparently still a beginner while she was writing parts of it. For others like herself she gi an excellent set of rules to when buying potted plants. Pl sources are for London only.

The Answer Man Again

1001 Garden Questions Answer Alfred Carl Hottes. De La Ma 4th ed. 381 pp. $3.50.

Pages are shuffled and sligh changed in each edition of Hott *1001 Questions.* Lists of books each plant group are no longer cluded, but the many uses of pla hormones, especially as weed k ers, are given extra space. A n feature is a descriptive list of tr for each section of the country.

Two destructive tree diseases oak wilt and Dutch elm disease have been ignored. Can it be t Mr. Hottes, in his California treat, has lost awareness of t landscape of the East and the M dle West?

The Herb Journal which he r ommends has not been publish since 1939. Its official successor *The Herb Grower Magazine*, Fa Village, Conn.

Chiefly with Chemicals

Principles of Weed Control. A gren, Klingman & Wolf. Wiley. 3 pp. $5.50.

Until a book on weed control written expressly for the layma gardeners will have to turn to te books like this to learn the how a why of plant reactions to chemic weed killers.

WOVEN PICKET FENCES

Imported & Domestic



Gives privacy and protection— Screens out objectionable views. Provides Indoor privacy outdoors.

A practical fence of great charm, which meets many needs. Available in two styles, either French Chestnut saplings (Imported), or split Cedar (Domestic). Also in two types, CLEFT (¼" space between pickets) or CLOSE (pickets butted tight together). Made in several heights. Easy to erect from the instructions we furnish. Never needs painting. Gates to match.

Benefit from our 30 years experience

Imported French Picket Fences Woven Cedar Picket Fences (Domestic) English Hurdle Fences (Domestic) Fences, "Won't-Sag" Farm Gates, Self-Locking Field Gates Children's (Outdoor) Play-Yards

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Rusticraft FENCE CO.

DAVID TENDLER .Est. 1918

6 KING ROAD, MALVERN, PA.

stantial Guide

rica's Garden Book. Louise and es Bush-Brown. Scribner. Re- l ed. 1. 242 pp. $4.50.

w pages on the care of lawns on chemical weed control are ficant additions to *America's len Book* in its 1952 revision. ing, however, in this suppos- up-to-date edition are the new grasses and some of the new ticides, also such innovations ated seeds.

ne fundamental principles re- h, however, and the book will inue to be, as it has been for zen years, a sound, substantial e for gardeners of every grade.

cialties Among Flowers

hen the wisdom and enthusi- of American gardeners directs into writing more books on ial types of flowers, horticul- in this country will have at- d a long-awaited state of rity. So far, roses, African ts, begonias, lilies, camellias, odendrons, and azaleas have cted most of the attention of rs. When it comes to the less non plants, most of the books still produced in England.

the gardener who is ever r for something new, these s are provocative, but the ex- enced plantsman knows that ion must be used in following directions. Only a small por- of the United States has a clim- comparable to that of England; e it is only in the Northwest these books can safely be used garden guides. For residents e and for other gardeners who willing to coddle their plants to take great risks, here is a of English books which will ide challenging garden ideas.

he Auricula. Sir Rowland Bif- Cambridge University Press, York, N. Y. $3.

Campanulas. H. Clifford Crook. Imported by Scribner. $7.50.

A Fuchsia Survey. W. P. Wood. Imp. by Farrar, Straus & Young. $2.75.

Gentians in the Garden. G. H. Berry. Imp. by Farrar, Straus & Young. $4.75.

The Book of the Geranium. John E. Cross. Saturn Press, London. 18 shillings.

Grapes under Cloches. Edward Hyams. Faber & Faber, London. 12/6.

The Hydrangeas. Sir Michael Haworth-Booth. Imp. by Macmillan. $4.75.

The Iris. N. Leslie Cave. Imp. by Chanticleer Press. $4.50.

Pansies and Violas. Howard Hamp Crane. Imp. by Transatlantic Arts. $2.25.

Among other imports of Transatlantic Arts (Hollywood-by-the-Sea, Fla.) are *The New Chrysanthemum Treasury* by J. H. Goddard, $3.75; *Ferns* by A. J. Macself, $5; *Fruit Cultivation for Amateurs* by H. M. Hughes, $6; and *Hedges, Shelterbelts, and Screens* by A. D. C. Le Sueur, $3.75. While little has been published in America on ferns, there are far more practical works already in print here on all the other subjects.

Gardening with Natives

Wild Flowers for Your Garden. Helen S. Hull. Barrows. 280 pp. $4.95.

Gardening with wild flowers has many aspects, according to geography, soil, site, and purpose. Mrs. Hull describes many kinds of wild flower gardens, explaining how to build and maintain them. Then, through a spokesman from each state, she tells which native plants can best be brought into cultivation. Always she has a proper word for conservation.



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EXCITING GARDEN NEWS

New SHRUBS *New* ROSES *New* PLANTS

Heavenly Blue. A charming new shrub with lovely flower spikes of deepest blue, is just one of the exciting new Wayside *exclusives*. There are 9 brand new Hardy Asters—new golden Anthemis—3 new Dianthus—a fragrant new Snowball and many more.

SEND FOR THE WORLD'S FINEST HORTICULTURAL BOOK-CATALOG

Unquestionably, the finest garden catalog ever offered. No other catalog in America can match Wayside's complete selection of worthwhile new shrubs, roses, rare bulbs and hardy plants. Almost 200 pages, with hundreds of true-color illustrations of the world's newest and best garden subjects. Explicit cultural directions. To secure a copy, enclose with your request 50¢, coin or stamps, to cover postage and handling.

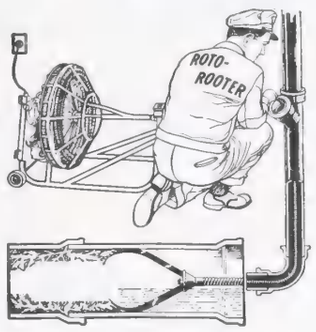
23 MENTOR AVE. MENTOR, OHIO

Wayside Gardens

Handy as your phone

ROTO-ROOTER

SEWER SERVICE



When you have a slow-running, or clogged, sewer or drain, look in the general section of your telephone book, for ROTO-ROOTER. Call the number, and chances are the Roto-Rooter Serviceman can be there in a few minutes. It's that simple. Using his electric Roto-Rooter machine with its flexible blades on steel cable, he'll thoroughly clean the line . . . remove the most stubborn stoppages . . . leaving it practically as good as the day it was installed. For your extra convenience, below are the phone numbers of ROTO-ROOTER Servicemen in most of the cities and towns served.

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Phoenix AL 2-1143
Tucson 2-8752
ARKANSAS
Camden 6-5676
CALIFORNIA
Barstow*
Fresno*
Long Beach 800-00
Los Angeles AN 9-3749
Alhambra AT 2-1294
Burbank CH 8-8926
Glendale CI 1-0819
Highland Park CL 6-8389
Hollywood GL 4232
Hollywood-Wilshire [illegible] 3-3124
Huntington Park LA 2539
Inglewood-Redondo OS 6-6089
Montebello UN 1-7071
Pasadena SY 5-2467
San Pedro TE 3-1901
S.F. Valley SU 2-1421
Southwest L.A. AX 6707
West L.A. AR 8-4119
Mill Valley*
Modesto 3-1674
Oakland AN 1-4713
Redlands 3-2438
Riverside 8220
Sacramento IV 9-2622
San Bernardino 8-2971
San Diego R-5400
San Francisco SK 1-8845
San Jose CY 5-5646
San Mateo DI 3-7017
Santa Barbara 2-9620
Stockton 4-0626
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Denver SP 4227
Grand Junction 2398-M
Pueblo*
Trinidad 201
CONNECTICUT
New Haven UN 5-6422
West Hartford 3-6900
DELAWARE
Wilmington 4-2434
DISTRICT OF COLUMBIA
Washington RA 6-8888
FLORIDA
Jacksonville 4-3162
Orlando 2-4519
Tampa 42-4231
West Palm Beach 2-1495
GEORGIA
Atlanta EL 3470
IDAHO
Boise 4-2741
Idaho Falls 477
Nampa 6-6741
Pocatello 153
Twin Falls*
ILLINOIS
Alton MA 3232
Aurora 8691
Belleville 362
Belvidere 279
Bloomington 9-4685
Canton 140J
Champaign 6-5323
Danville 30
Decatur 9414
Elgin 6279
Freeport [illegible] 225
Galesburg 7789-6
Jacksonville 1127
Joliet 7868
Kankakee 2-3251
La Grange 5548
La Salle 3700
Mattoon 4077
Moline 2-5597
Oak Park EU 6-0210
Ottawa 285
Pekin 1188
Peoria 3-0343
Quincy 837
Rockford 4-6114
Rock Island 6200
Springfield 3-0722
Sterling 1017-J
Waukegan MA 3-0096
Wheaton 8-1907
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Anderson 6270
Bluffton IN 1000
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Tocsin, Ind.
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Fort Wayne A5239
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Monticello [illegible]
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Remington 240
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Shelbyville 870
South Bend 4-3451
Terre Haute CR 4841
Valparaiso 4-2361
Wabash 168
Wanatah 163
IOWA
Alden 93
Boone 368
Burlington 4124
Cedar Rapids 4-2411
Charles City 171-W
Clinton 1808
Davenport 2-8597
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Petoskey 2870
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Cincinnati TR 0877
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Cleveland* [illegible] 1-8018
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Racine 4-6869
Sheboygan 7449
Two Rivers 5271
Watertown 44
Waukesha 6921
West Sturgeon Bay 1221F2
Wisconsin Rapids*
WYOMING
Casper 2-0325
Cheyenne*
Sheridan 721-W

* Consult your local telephone directory.

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ROTO-ROOTER CORP.
DEPT. H-14, DES MOINES 14, IOWA

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A NATIONAL SERVICE AVAILABLE LOCALLY

Matched and balanced like a set of golf clubs

SPEEDLINE
blue-handle tools



For balanced swing and fewer strokes, try this new style Grass Trimmer.

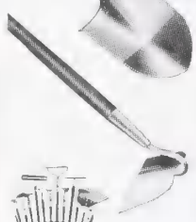
Designed with you in mind. Light, strong, easy to use; with smooth, weather-proofed blue handles



Small Garden Shovel: The size you always wanted (7¾ x 10 inch blade) for digging and moving dirt, setting out plants and shrubs. Very strong.



Unbreakable Light-Weight Steel Rake: Head and bows forged in one piece. It will never rattle or work loose. Easier to use than heavy rakes.



5" Wide Floral Hoe: Sturdy as larger hoes and a better size to work among flowers. Light and easy to use. Six other types of hoes also available.

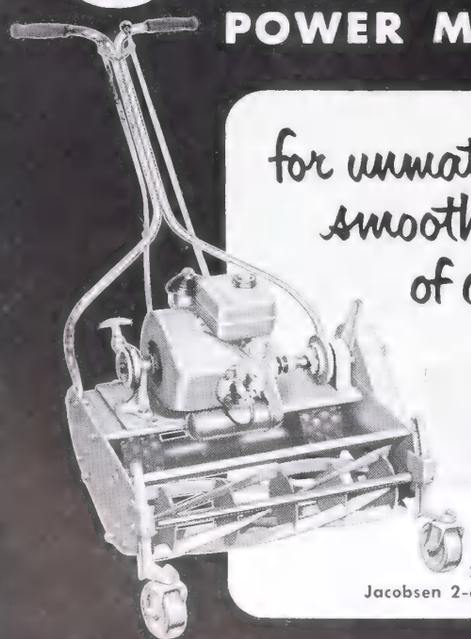


A Matched Set of Small Tools, Too: Light and strong with comfortably shaped wood handles. So low in price you'll want a set at once.



Look for the blue handle. It's SPEEDLINE.
THE UNION FORK & HOE COMPANY, Columbus 15, Ohio.

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POWER MOWERS



for unmatched smoothness of cut...

the **MANOR**

21-inch cutting width
Jacobsen 2-cycle, 1½-hp. engine

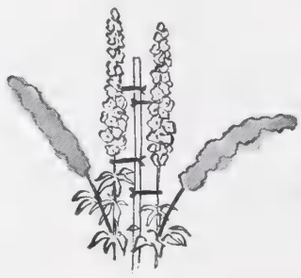
The complete line of quality reel and rotary power mowers for every grass-cutting need. See your dealer or write for folder.

JACOBSEN MANUFACTURING COMPANY
RACINE, WISCONSIN

Keep the

FLOWER-SHOW LOOK

all summer



Flowers must be neatly erect. If wind or rain has knocked some over, tie them to a stake hidden inconspicuously inside the plant. Note stake height, tie positions.



New blooms replace the old on plants like iris; old, withered bloom must be removed or it detracts from the new. Break off the petals *plus* the seedpod.



Some of the short side shoots on iris complete all their flowering before the last buds open on main shoot. So carefully cut off these spent side shoots. Pull off green sheath that surrounded old shoot.

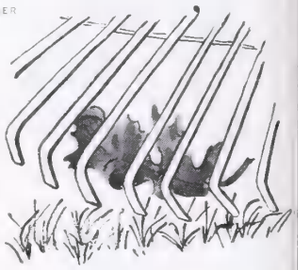


Wayward twigs shooting out beyond the general outline of evergreens result in an unkempt appearance. Cut them back to first side branch *below* general outline.



Old seed heads give a bedraggled look to flowering shrubs. They should be cut off as soon as the last blossom fades. This also results in bigger bloom next year.

SKETCHES BY JOHN BRIMER



Tree leaves on the lawn spoil its texture, ruin desired feeling of sweeping expanse. Sweep leaves up with a flexible-toothed rake. Teeth just touch surface lightly.

(*Please turn to page* 269)

Stage a Flower Show under your trees

PHOTOGRAPHED BY MAYNARD PARKER AT PASADENA SPRING GARDEN SHOW



Use a raised bed, such as this one planted with hyacinths, to make your tree a focal point. Elevated setting makes it easy to enjoy the scent of fragrant flowers, also simplifies the job of replacing bloomed-out plants. Bricks of enclosure are laid dry.

PHOTOGRAPHED BY GOTTSCHO-SCHLEISNER AT NEW YORK FLOWER SHOW



If the base of your tree lacks eye-appeal, try using azaleas and primroses to form a carpet of color, as is done under this clump of birches. Tuberous begonias might be added for summer bloom. Choose only flowers which grow well in shade or semi-shade.

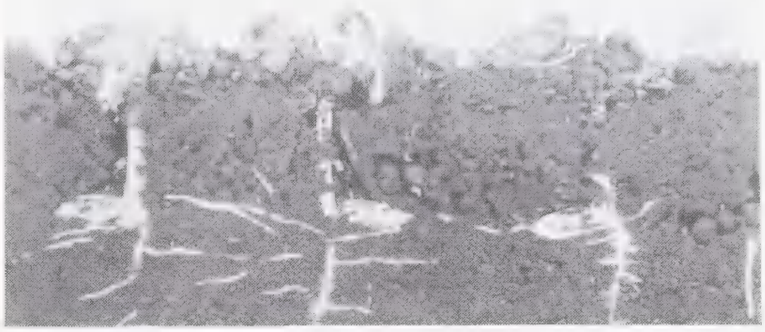
Time to change "problem" soil to

Friendly Soil

If you have "problem" soil in your garden—soil that packs, cakes and cracks—change it to "friendly" soil. Treat it with Krilium soil conditioner—you'll get the same difference in soil structure as you see in the actual "facts-of-life" pictures shown on this page.

Make plans now to have a better garden in 1953! Put Krilium at the top of your gardening shopping list—buy it before you buy your seeds—treat all your garden plots—give seeds the benefit of "friendly" soil—a real chance to germinate freely, form strong, healthy roots, emerge more plentifully... Krilium is easy to apply. Its action on soil structure is immediate. Its effect is lasting. It saves you hours of backbreaking work for years to come.

How "problem" soil is changed to "friendly" soil





Get Krilium from your dealer's in 1-lb. and 5-lb. garden-formulation packages; in 10-lb., 25-lb. and 50-lb. full-strength-formula packages for treating larger areas.

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Krilium
SOIL CONDITIONER

Helps Germination, Root Growth, Emergence
Maintains Loose, Porous, Crumbly Soil

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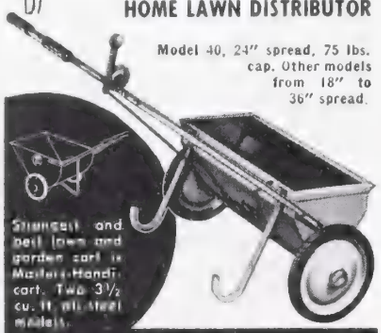
Serving Industry... Which Serves Mankind

Make your
LAWN
BEAUTIFUL
Economically • Easily

Save two ways with a Masters spreader: 1. Heavy-duty, all-steel construction assures *extra* years of faithful, low-cost service. 2. Only Masters gives you money-saving "Fertilizer Miser" fingertip flow control that saves on costly seed and fertilizer. It gives *even, accurate* spread and fast shut-off to eliminate wasteful pile-up of seed in one place, too thin coverage in another. Control is high on handle for fast, easy, no-stoop operation and adjustment. Strong steel wheels have wide-tread rubber tires to protect soft lawns and for easy operation.

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Model 40, 24" spread, 75 lbs. cap. Other models from 18" to 36" spread.



Strongest and best lawn and garden cart is Masters-Handi-cart. Two 3½ cu. ft. all-steel models.

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TURF



Sweep up grass clippings and leaves . . . compost them . . . then return as fertilizer to lawn. A Parker Lawn Sweeper makes it easier to have thicker grass . . . and a neater lawn, too.

Parker has built the world's finest manual, trailer, and power lawn sweepers for thirty years. Extra features . . . extra value . . . extra uses. Choose from Parker-ette models priced as low as $33.50 *(East of Rockies)*, the deluxe Springfield model, or the Parker powered models.

See your dealer for a free demonstration or write the factory for free literature. *Parker Sweeper Company, Springfield 24, Ohio. Established 1884.*



Homemaster • Parker's famous gasoline powered lawn sweeper.
Fold-A-Way Cart • A new Parker utility cart in two sizes.



PARKER
LAWN SWEEPERS

NEW FORMS WITH OLD TEXTURES

CONTINUED FROM PAGE 161

has been reported—as a substitute for grass, where grass won't grow or where grass cannot be conveniently mowed and trimmed. The low cost and easy maintenance of ground covers has been emphasized above all else. As a result people don't know how to take design advantage of this wonderful new medium. They have been using it as a last resort and without understanding its full possibilities. Ground covers are as important in gardens as grass and conventional plants, and they should not be used merely as a substitute for grass. They have a different quality of color, texture, and size and should be used differently.

There are many kinds of ground covers. Indeed, you don't have to look beyond the ubiquitous ivy, myrtle or pachysandra, although you should, if only for the sake of variety. There are hundreds of fine plants that can be used as ground covers. Some of them are listed, by climate region, at the end of this article. What *is* important is this: Look with fresh eyes on *how* to include ground cover plantings in your own garden planning and designing. Perhaps a ground cover that grows to a height of one or two feet would be more sensible than the usual three- to six-inch size. Landscape Architect Thomas Church, for example, uses two- to three-foot Pfitzer junipers and Japanese yew with spectacular results.

Regional recommendations

Ivy, myrtle, and pachysandra grow in most places. But for variety and true individualism in your garden, try the following, suggested by regional experts:

New England

Wintercreeper euonymus
Pachystima
Box sandmyrtle (*Leiophyllum*)
Vaccinium brachycera
Bearberry
Trailing arbutus
Partridgeberry
Wintergreen
Sedums
Ajuga
Creeping veronica
Moss pink
Reynoutria knotweed
Cranberry cotoneaster
Rock cotoneaster
Yellowroot (*Zanthoriza*)
Lowbush blueberry
—*Homer K. Dodge, Mass.*



A Compact Bed of Royal Purple All Season Long!

Again *Mandeville* brings you new, outstanding, award-winning varieties . . . among them the *Royal Carpet Alyssum,* 1953 Winner, a gorgeous and fragrant ground cover that will grow in any garden!

In addition to the large number of new varieties, old favorites abound in the *Mandeville Displays* at your local stores. Make your selection now, while assortments are complete. All seeds are *Triple-Tested* for (1) Germination (2) Quality of Flowers (3) Completeness of Mixtures *by Mandeville-King Co., Flower Seed Specialists for 77 years.*

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FLOWER SEEDS
AT STORES ONLY—EVERYWHERE

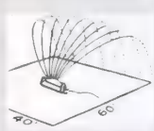
OSCILLATING SPRINKLING
is Better than Rain
Develops more luxurious lawns and gardens with half the work!



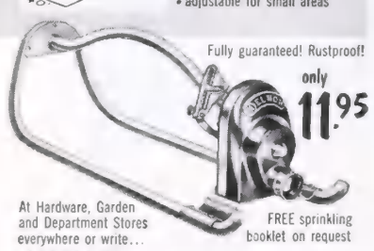
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oscillating rectangular area sprinkler



ORDINARY SPRINKLER
• waters lawn un-uniformly
• spotty small area coverage
• leaves lawn corners dry
• overlap causes flooding
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MELNOR'S SWINGIN' SPRAY
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• rectangular spray gets into corners . . . prevents overlap
• gentle penetrating spray
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Wintercreeper
Hall's honeysuckle
Spreading juniper
Wichuriana rose
Running euonymus
Ajuga
Creeping mahonia
European ginger
Christmas rose
Hosta
Plumbago ceratostigma
Prostrate Japanese yew
Cranberry cotoneaster
—*George Siebenthaler, Ohio*

Mid-South

Rock cotoneaster
Scotch broom
Big leaf wintercreeper
Common wintercreeper
Golden St. Johnswort
Whiteleaf juniper
Creeping juniper
Wichuriana rose
Ajuga
Moss pink
Thyme
Veronica
—*John Scruggs, Kentucky*

Lower South

Lilyturf (*Liriope*)
Dwarf lilyturf (*Ophiopogon*)
Algerian ivy (*Hedera canariensis*)
Confederate jasmine (*Trachelospermum*)
Wedelia
Artillary plant
Carolina yellow jasmine (*Gelsemium*)
Partridgeberry (*Mitchelia*)
Fig-marigold (*Glottiphylium*)
Moss zoysia (*Zoisia tenuifolia*)
Ferns
Wandering jew (*Zebrina*)
—*John Watkins, Florida*

Midwest

Moss rose
Wichuriana rose
Native violets
Pachystima
Morden's blue juniper
Waukegan juniper
den Boer juniper
Hall's honeysuckle
—*William R. Heard, Iowa*

(*Please turn to page* 269)

1953
EASTER SEALS
HELP CRIPPLED CHILDREN
Natl. Soc. for Crippled Children & Adults, Inc.

NEW FORMS WITH OLD TEXTURES

ALL PHOTOGRAPHS BY MAYNARD PARKER



Clothe a sunny slope in a winter-hardy sedum.



Ivy is an eye-stopper for this difficult spot.



Strawberries emphasize this fence and walk.



Fill a little corner garden with Stachys.

(Please turn the page)

You'll get more FUN out of gardening with FERTILEZE

because it gives superior results anywhere! it's clean and easy to use!



Enjoy the extra thrill of having a finer lawn or garden *without extra work.* You can . . . with FERTILEZE, the all-nutrient plant food that is applied *automatically* while you water your lawn or garden. Just empty a bag of FERTILEZE into the sturdy, precision-made Hand Spray, attach the hose, and let water pressure do the work!

Only FERTILEZE combines, in 13 separate compounds, *all* the elements known to be essential to balanced nutrition *in adequate, effective amounts* (including a 20-10-20 major element content). And FERTILEZE is so economical that a single 12 oz. bag covers a 1500 sq. ft. area.

RESULTS IN 30 DAYS OR YOUR MONEY REFUNDED

Order the FERTILEZE Hand Spray and 12 12-oz. bags of plant food *today* and give your lawn or garden 4 weekly applications. If you aren't completely delighted with the results, send everything back and your money will be promptly refunded.



Nutritional Concentrates, Inc., Desk B
3090 West Liberty Avenue
Pittsburgh 16, Pennsylvania

Enclosed is my check for $9.95. Send me the FERTILEZE Hand Spray and 12 12-oz. bags of plant food on your 30-day test offer.

Name
Street
City Zone State

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America's MOST USABLE GARDEN TOOL



2 h.p. (as shown) only $134.

MORE WORK— WITH LESS EFFORT!

ROTO-HOE offers you the complete garden tool—it Tills, Cultivates, Composts, gives you portable power most anywhere. The powerful dependable Lauson 2 h.p. gasoline motor rotates 15 specially-hardened teeth at high speed, thoroughly mixing and aerating soil up to 6" deep. You will find that gardening can be a pleasure the hard work is removed.

COST? That's even more surprising—the same low $134 price established in 1947 for the complete ROTO-HOE basic unit shown above.

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Box 33 Newbury, Ohio

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Whether yours is a city lot or country estate, there's an easy-to-start, easy-to-run EXCELLO to take the work out of mowing. And whether it's a budget-priced 2-cycle or electric rotary . . . or a heavy duty dual-wheel reel model . . . you can buy with confidence because every EXCELLO is covered by an unconditional factory guarantee.

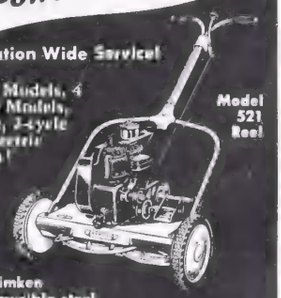
Model 213 Rotary

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trouble-free **EXCELLO** Power Mowers

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Sturdy, rugged, all brass, leakproof.

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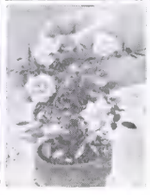
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Also FIRST in FIRE PROTECTION Equipment

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Grows Better Plants Faster
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If you are planning a new garden this year, or adding new life to the old, send for Pitzonka's beautiful Perennial and Peony Catalog in color. Pitzonka leads from the finest quality standpoint as well as a wonderful selection of the best of the old favorites and the new. Perhaps both of these catalogs is you.
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NEW FORMS WITH OLD TEXTURES

CONTINUED FROM PRECEDING PAGE

TWO PHOTOGRAPHS BY MAYNARD PARKER



Variegated ivy makes tree shade seem less dense.

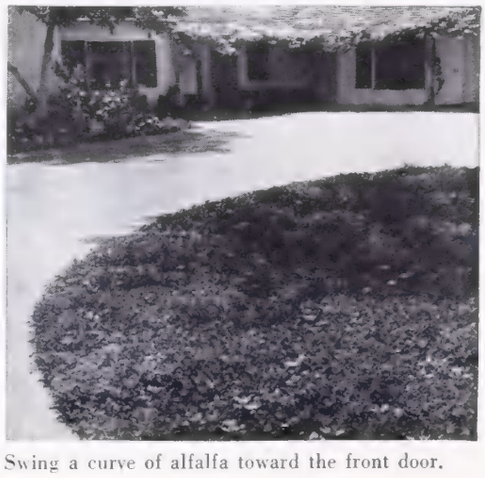
TWO PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



Set off your yews by a pachysandra cover below.



Here pachysandra draws your eye to first step.



Swing a curve of alfalfa toward the front door.

NEW FORMS ITH OLD TEXTURES

CONTINUED FROM PAGE 266

Pacific Northwest

rberry (*Kinnikinnick*)
gon grape (*Mahonia nervosa*)
l (*Gaultheria shallon*)
rf cornel (*Cornus canadensis*)
dthread (*Coptis*)
ska spirea (*Luetkea pectinata*)
ums
stemons
—*Frances K. Roberson, Washington*

Northern California

nsbeard St. Johnswort
iondra
embryanthemum
momile
e Ceratostigma
ania
rocco morning glory
w-in-summer
nip
e Vernalgrass
um
emary
rberry
ntreyes Ceanothus
rf Blueblossom Ceanothus
—*Osmundson & Staley, San Francisco*

Southern California

ga
hondra
d strawberry
n's ivy
y tears
Johnswort
sembryanthemum
awberry geranium
eping lippia
rtleaf Bergenia
strate lilac
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gainvillea
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e plumbago
olina jessamine
r jasmine
—*Garrett Eckbo, Los Angeles*

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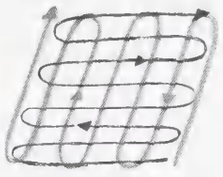
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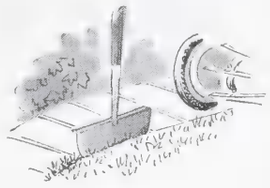
CONTINUED FROM PAGE 264



Big seedpods on peonies stick up beyond the leaves. Cut back to get *below* highest leaves. This returns plant to its handsome round summer appearance.



For the most uniform look to the lawn, alternate mowings at right angles. This makes grass grow straighter. Also be sure mower cuts level, side to side.



Mowing strips speed up lawn mowing but don't eliminate all need to edge lawn. Occasionally you will need to slice straight down with sod cutter, as shown, to keep line sharp.



Espaliered plants (this is ivy) quickly lose their prim neatness unless stray shoots are removed. Nip back, using your fingers, as soon as the shoot is spotted.



THE 21-INCH
Worcester **SHEAR MASTER* Model 900**

*Also made in 18" Model 750, the Worcester POWER MASTER**

Kids and grownups — male and female — they all get a thrill out of a Worcester power mower.



MOTHER loves its streamlined beauty . . . its two-tone baked enamel finish . . . its effortless, smooth-flowing power . . . the shock-absorbing, free-floating handle that adjusts to any person's height . . . the way it stores upright in a small space.



DAD admires the precision workmanship, simple design and rugged construction—results of Worcester's 50-year mower-making experience. He appreciates such things as finger-tip controls, "no-clog" grass guards, conveniently located oil cups, easy cutting-height adjustment, sealed Timken roller bearings, protected chain drive, Briggs & Stratton engine and exclusive "Sta-Temp" blades that stay sharp extra long.



AND JUNIOR! Since Dad made him responsible for taking care of the Worcester and keeping the lawn in trim, he's been proud as a peacock. And the lawn is the envy of the neighborhood.

Valuable **hints on lawn care!**

Details **on the complete Worcester line, which includes, besides those mentioned above, a powerful 20" rotary mower, the Worcester ROTOR MASTER*, Model 810; an efficient 18" reel-type electric mower, the Worcester DYNA MASTER, Model 700; 4 fine hand mowers.** *Reg. U.S. Pat. Off.

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Division of Savage Arms Corporation
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There's beauty and elegance for every table in Red Wing's new textured surface — and it's there in pure white *TWEED-TEX* or a heavenly rainbow of colors on springlike *COUNTRY GARDEN* and brilliant *CAPISTRANO.*

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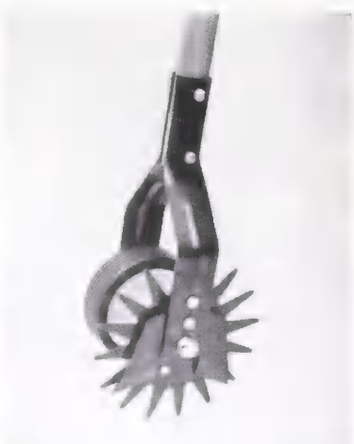
WORK-SAVERS FOR GARDENERS



Long available in azalea-camellia belt, Vigoro's special acid-base plant food is now being sold nationwide to gardeners with plants needing acid soil. Vigoro Div., Swift & Company, Chicago.



Use the Allen "No. 2 Edger" for sharp-line edges between lawns and paths or garden beds. Blade slices sod as fast as you walk. S. L. Allen & Company, Inc., Philadelphia, Penn.



"Rowe'l-Ezy" DeLuxe edger is sturdily constructed, yet lightweight for effortless trimming along walks and garden beds. Double cutting blades speed clipping. Rowe Tool Co., Glendale, Calif.

6 WOMEN USED IT 6 DIFFERENT WAYS

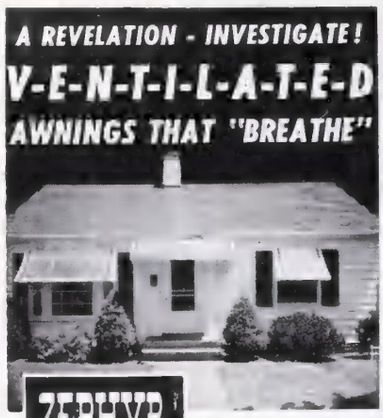
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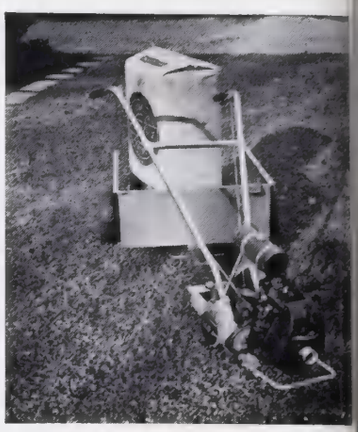
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196 *Amston Sterling
224 *Alvin Sterling
242 Ballerina Dinnerware
211 *Baronet China
102 *Flintridge China
226 *Franconia China
103 Gorham Sterling
232 *Gense Stainless Flatware
17 *Heisey Crystal
95 Lenox China
172 Libbey Glass
5 *Lunt Sterling
258 TH. Marthinsen
21 Oneida Community Sterling
180 *Pacific Silver Cloth
270 *Red Wing Dinnerware
29 Reed & Barton Sterling
84 *Royal Doulton China & Figurines
184 *Royal Worcester China
234 *Frank Smith Silver
225 *Spode Dinnerware
232 Steubenville Dinnerware
71 *Wallace Sterling
25 *Wedgwood China
235 *Westmoreland Wedding Bowls

CURTAINS, DRAPERIES, UPHOLSTERY & DRAPERY HARDWARE

48 Cheney Silk Decorative Fabrics
176 Du Pont Nylon for Curtains, Upholstery & Draperies
206 *Kirsch Drapery Hardware
240 Organdy by Defiance
61 *Saison Open House Fabrics
108 Kleinert's Taffallure Shower Curtains
10 U. S. Naugahyde Vinyl Upholstery
197, 196 *Waverly Decorative Fabrics

FIREPLACES & ACCESSORIES

249 *The Diamond Mfg. Co.
233 *Heatilator Fireplace

FLOOR COVERINGS (RUGS & CARPETS)

231 Ace Rubber Products, Inc.
178 *Artloom Carpet
166 *Bigelow Rugs & Carpets
245 Celanese Carpet Acetate
36 *Downs Carpet
176 Du Pont Nylon for Rugs
85 *Firth Broadlooms
19 *Fremont Sponge Rubber Rug Cushion
198 Karastan Rug
Back Cover Lees Carpets
186, 187 *Magee Carpet
249 Magikist Rug Cleaner
11, 12, 13 Mohawk Carpet
62 *Needletuft Rugs
93 *Olson Rugs
23 Saran Carpet
32 *Spongex Carpet Cushion
253 *Priscilla Turner Hooked Rugs
73 *Wunda Loom
30 U. S. Carpet Cushion
213 Whittall Rugs & Carpets

FLOOR COVERINGS (HARD SURFACE)

26 *American-Olean Tile
14 *Armstrong Rubber Tile
Inside Front Cover KenRubber Tile Flooring

FURNITURE

248 *The Albano Company
170 American Walnut Assoc.
272 Baker Furniture
183 *Baumritter Furniture
97 *Berk-Lock 3 in 1 Chair
167 *Bodart Furniture
237 *Beacon Hill Collection
190 *Brandt Tables
192 Burns Case Goods Corp.
251 *Colonial Mfg. Co.
225 *Continental Furniture
96 Daystrom Furniture
247 *Fox Furniture
104 Futorian Furniture
102 *Gallo Wrought Iron Furniture
38 Goodyear Airfoam Cushioning
33 *Habitant Knotty White Pine Furniture
251 *Harvard Bed Frames
173, 174 *Heritage-Henredon Furniture
252 *Hettrick Mfg. Co.
200 Hungerford Solid Mahogany Furniture
240 Jamestown Lounge
233 *Jamestown Table Co.
15 Johnson Furniture
230 *Kittinger Furniture
59 Kroehler Furniture
183 *Kuehne Khrome Dinettes
181 *Lawnlite Aluminum Outdoor Furniture
258 Mahogany Association Inc.
184 *Molla Metal Furniture
164, 165 *Nassau by Dallas Furniture
210 No-Sag Spring Furniture
235 *Jens Risom
205 *Tell City Chairs
194 Tonk Tables
37 *Tropitan Furniture
259 *Troy Furniture
192 *Union-National Furniture
50 *Unique Solid Knotty Pine Furniture
83 U. S. Koylon Foam Cushioning for Furniture
52 United T/V Table Co.
28 The Weiman Co.
244 Richard Wheelwright, Inc.
100 *Whitney Furniture
243 *Widdicomb Furniture
239 *Willow & Reed Art Work
24 Woodard Wrought Iron Furniture

LAMPS & LAMPSHADES

174 The Stiffel Collection
164 *Verplex Lampshades

LINENS & BEDDING

74 Chatham Lightweight Blankets
226, 227 Fieldcrest All-Seasons Blankets
216, 217 *Martex Towels
16 Quaker Lace Cloths
86 Simtex Tablecloths

MATTRESSES

8 Billow Fluff Mattress
228 Serta Perfect Sleeper Mattress
202 *Spring-Air Mattresses
72 U. S. Koylon Mattress

MIRRORS

213 *Donnelly Mirror
208 Nurre Mirror
177 *Pittsburgh Plate Glass for Mirrors

RADIOS, PIANOS, MUSICAL INSTRUMENTS

168 Baldwin Piano
230 *Bogen Electonics
39 Columbia 360
34 Magnavox Television
211 *Mason & Hamlin Piano
272 *Musette Piano
248 *Pilotuner Hi-Fidelity Tuner

SHADES, BLINDS, WALL COVERINGS

49 *Glendura Soil-Proof Wallpaper by Imperial
101 *Paul Heinley Movable Shutters
252 *Hettrick Mfg. Co.
171 Katzenbach & Warren Wallpaper
236 *Levolor Venetians
185 Strahan Wallpaper
212 *Wall Trends Inc.
270 *Zephyr Awnings

MISCELLANEOUS FURNISHINGS

105 Handy-Andy Space Savers
239 *Peerage Brass
241 Ronson Table Lighters
224 Will & Baumer Twistolite Candles

Housekeeping Equipment

MAJOR & SMALL APPLIANCES

98 *American-Standard Garbage Disposer
259 *Dazey Blend-R-Mix
27 *G-E Disposall
252 *Frigidaire Electric Dehumidifier
211 *General Floor Machine
173 *KitchenAid Home Dishwasher
257 K-M Electric Liquidizer
257 Pacific Viking Corp.
163 *Quicfrez Refrigerator
254 *Youngstown Kitchens Food Waste Disposer

KITCHEN CABINETS

98 *American-Standard Kitchen Cabinets
Inside Back Cover *Formica for Kitchens
237 *Kitchen Maid Kitchens

MISCELLANEOUS SUPPLIES

191 *Electrasol
248 Ivalon Vinyl Sponger-Wiper
243 *K-Veniences for Kitchens
238 *Pro-Tex Stove Top & Table Mat
258 *Royal Chef Barbecue Grill

Building

ELEVATORS

254 *Sedgwick Residence Elevator & Stair-Travelor
213 *Inclinator Company of America

HEATING, VENTILATING & AIR CONDITIONING

223 *B & G Hydro-Flo Heating
109 *Bundyweld Ceiling Radiant Heating
247 *Burnham Base-Ray Radiant Baseboard
31 *Carrier Weathermaker
250 *Chrysler Airtemp
236 *Cleveland Toridheet Automatic Heat
213 *G-E Air Conditioning
233 *Heatilator Fireplace
169 *Hunter Attic Fan
243 *Markel Electric Products, Inc.
6, 7 *Minneapolis-Honeywell Zone Control
193 *Mor-Sun Automatic Warm Air Heat
2, 3 *Servel All-Year Air Conditioner
212 *Trane Baseboard Convector
238 *Webster Baseboard Heating
254 *Winkler Automatic Heating

PAINTS

251 *Cabots Creosote Shingle Stains
221 *Ramuc Enamel for Pools

PLUMBING

249 *Case Fine Vitreous China
9 *Crane Plumbing
203 Olsonite Seats
205 *Permaglas Automatic Water Heater

WINDOWS & DOORS

1 *Andersen Windowalls
242 *Cinco-Thermoseal Combination Windows
229 *Chamco Combination Storm Windows
241 *Crane "300" Garage Door
249 *The Diamond Mfg. Co.
259 *Fleetlite Aluminum Windows
231 *Firestone Velon Screening
213 *Modernfold Doors
18 *Pella Wood Casement Windows
22 *Rusco Combination Windows & Doors
249 *Sterling Sliding Door Hardware
60 *Thermopane Windows
179 *Truscon Ranch Windows & Residential Doors
189 *Wisco Combination Screen Windows

WOODWORK

204 *Curtis Woodwork
209 *National Oak Flooring Manufacturers' Assn.
207 *Novoply Wood Mosaic
249 *Ponderosa Pine Woodwork
270 *U. S. Plywood Flexwood
255 *Weldwood Plywood

MISCELLANEOUS BUILDING

26 *American-Olean Tile
182 *Blue Ridge Patterned Glass
259 *Briar Hill Golden Tone Sandstone
233 *Dalmatron Intra-Home Communication
199 *G-E Remote Control
195 National Lockset
201 *Shakertown Sidewalls
249 *Upson Kuver-Kraks Panels
226 *Paddock Pools
244 *Romany Tiles
253 *Soss Invisible Hinges
238 *U. S. Plywood Wood Finishes

Gardening

FENCES, GREENHOUSES, TOOLS & GARDEN ACCESSORIES

267 Allenco Nozzle
268 Allenco Sprinkler
268 *Dubois Fence
267 Excello Power Mowers
261 *Homko Power Lawn Mower
264 *Jacobsen Power Mower
266 Masters Home Lawn Distributors
267 Mellinger Mfg. Co.
266 *Melnor Metal Products Co., Inc.
266 *Parker Lawn Sweeper
267 *Roto Hoe Garden Tools
262 *Rusticraft Fence
262 *Savage Rotary Mower
262 Smith Sprayer
264 Speedline Blue-Handle Tools
260 Sunbeam Rain King
269 *Trimower Hedge Trimmer
246 Weirton Steel for Garden Tools
269 *Worcester Lawn Mower

FERTILIZERS & INSECTICIDES

260 American Chemical Paint Co.
268 Hyponex Plant Food
265 Krilium Soil Conditioner
268 Michigan Peat Inc.
267 Nutritional Concentrates Inc.
256 Vigoro

SEEDS, BULBS, NURSERIES

269 Minnetonka Nurseries
266 Mandeville Flower Seeds
268 *National Nursery Gardens
268 *Pitzonka's Pansy Farm
268 *O. M. Scott & Sons Co.
267 *John Thumb
269 Valley View Evergreen Co.
263 *Wayside Gardens

TREE EXPERTS

20 *Davey Tree Expert Co.

Automotive

47 Cadillac Motor Car
110 Lincoln Motor Car
35 Plymouth Motor Car

Entertainment, Sporting Goods & Toys

250 *Golde Mfg. Co.

Foods & Beverages

238 Cinzano Vermouth
233 *Cresta Blanca Wine Co.
259 *Spice Islands

Travel

221 *Bermuda Trade Development Board
107 *Canadian Government Travel Bureau
220 *Canadian Pacific
222 Italian State Tourist Office
222 *Virginia

Miscellaneous

249 Autotray Company, Inc.
249 *Lowe's
257 Mardo Sales Corp.
267 *Tropical Fish Breeders of America
263 *Roto-Rooter Sewer Service

Department, Furniture, Jewelry & Specialty Stores

44 *Antique Iron Craftsmen
104 Cartier
43 *Colten's
79 *J. F. Day & Co.
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PHOTOGRAPH BY WILLIAM HOWLAND

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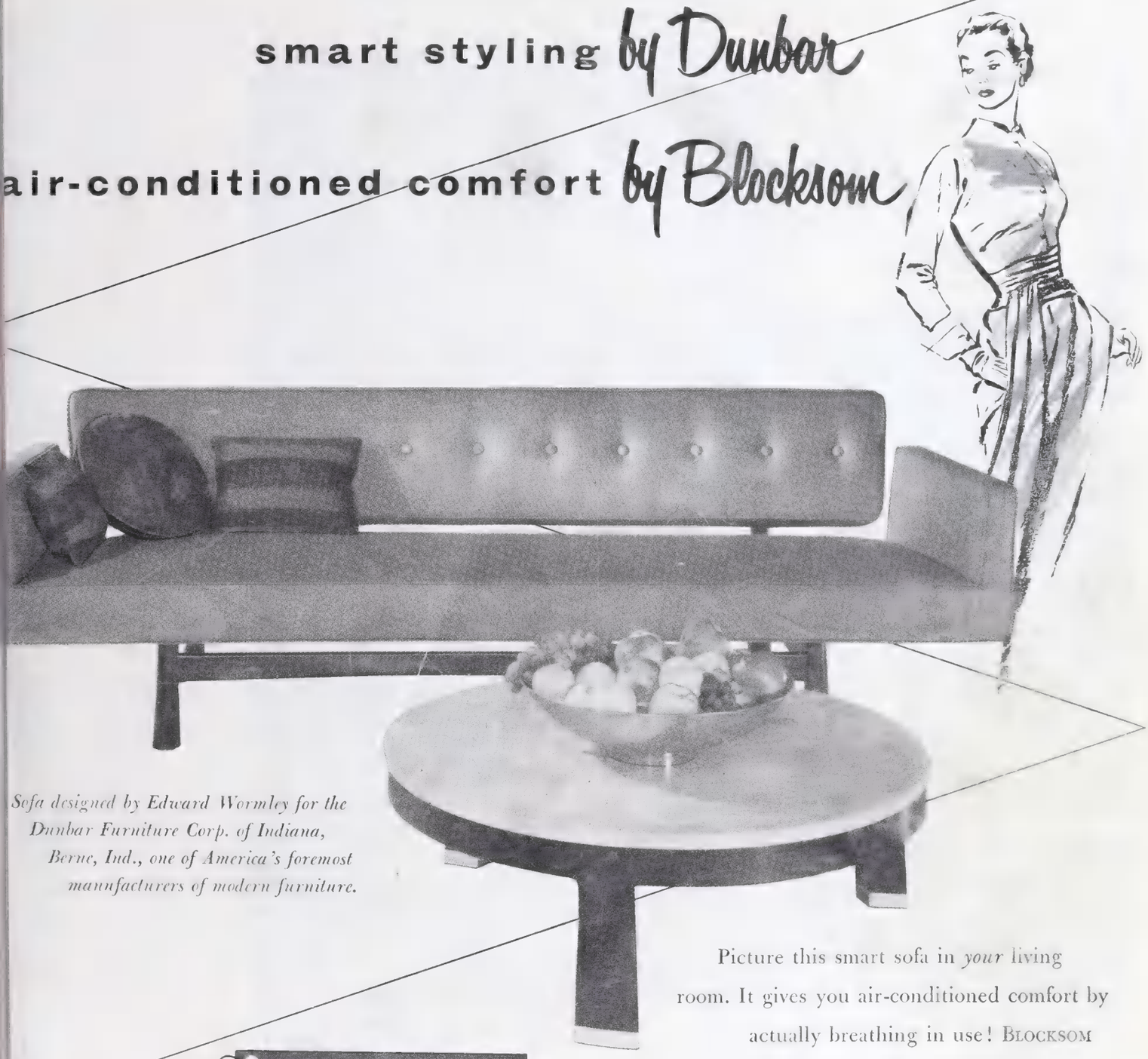
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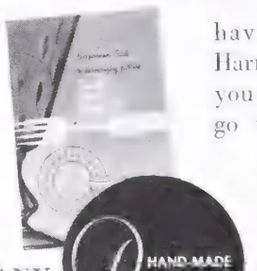
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Prescott....Prescott Hardwa
Russellville.....Fo
Stuttgart.....Simms & Alex
Texarkana Buhrmann Pharr Hdv
Warren.....Weiss Je

CALIFORNIA

Antioch.....Carriere's Gif
Bakersfield.....Malcolm Bro
Beverly Hills...J. W. Robins
Bishop.....Treasure
Burlingame.....
Eureka.....Myron
Long Beach Horace W. Green
Los Angeles.....Barke Broadway Dept. J. W. Robins
Martinez.....E
Marysville.....F. G. Moon
Merced....McNamara Har
Modesto.....Barker &
Palo Alto..Palo Alto Hardwc
Pasadena...Broadway-Pas
Pittsburg.....Boydstun's Gif
Riverside.....J. R. Wes
Sacramento, Weinstock, Lubir
San Diego, Parmelee Dohrmc
San Francisco.....
San Jose.....Home & Pati
Santa Cruz.....D
Santa Maria.....Bryant
South Pasadena.....A. A.
Turlock.....Frank J. You
Ventura, Floyd J. Hickey Har
Whittier.....Myer's Dep

COLORADO

Alamosa.....Golda's Gif
Boulder.....The Printec
Colorado Springs Mahan Jewe
Fort Morgan.....Price J
Greeley...Howard Weiss J
La Junta.....Roath Jr
Longmont Wood's China and Gi
Pueblo.....Fisher J
Sterling.....Rominger J

CONNECTICUT

Bristol.....A. Harrison

Teardrop dealers nearest you are listed here:

naan . . . . . Mahaiwe Jewelers
nbury . . . . . Danbury Hardware
ex . . . . . The Davis Shop
Greenwich . . . . . Mary Barlint
ilford . . . . . Griswold's
rtford . . . . . Brown Thomson, Inc.
riden . . . . Reed & Holroyd Co.
ddletown . . . . . James Bunce Co.
w Britain . Davidson & Leventhal
w London . . . . . Brater's
L. Lewis & Co.
w Milford . . . . . C. M. Beach Co.
wich . . . . . Bliss Jewelry
mford . . . . . Cowlins
llingford, Dickerman Hdwe. Co.
sterbury . . . . Josephine Manzo
st Hartford . . The Shop Window
limantic . . . . . Smith & Keon

DELAWARE

mington . . . . . Baynard's

DISTRICT OF COLUMBIA

shington . Woodward & Lothrop

FLORIDA

tow . . . . . Jesslyns
arwater . . . . . Tilley Jewelry
oa . . . . . Martha's
Funiak Springs
W. O. Campbell, Jeweler
The Gift Box
Lauderdale . . . . . Reed's
Pierce . Lewis R. Morton, Jewelers
inesville . . Rutherford's Jewelers
nes City . Frank Angle, Jeweler
ksonville . . . . Ferrell Jewelry Co.
West . . . . . The Beachcomber
mmee . . . . . Partin Jewelers
e City . . . . . Davis Jewelers
sburg, Harold E. Green, Jewelers
dison . . . . . Alex Smith, Jeweler
anna . . . . . Hildegard for Gifts
mi . . . . . Burdine's, Inc.
sticello . . . . . Wells Jewelry
sia . . . . . Treasurer Chest
ando . . . . . Greeting Shop
atke, Arthur E. Nelson, Jewelers
oma City . . . . . Stokes
sacola . . . . . Elebash Jewelry
Good Neighbor Gift Shop
ncy . . . Brown Jewelry Company
ford . . . Wm. E. Kader, Jewelers
asota . . . . Rich-Lebar Jewelers
ke . . . . . Roberts Jewelry
Augustine . . . Moellers Jewelers
Petersburg . . . . . Maas Brothers
hassee . . . . . Moon Jewelry
pa . . . . . Adam Magnon
Maas Brothers
rrington . . . . . Trade Winds
t Palm Beach
Palm Beach Mercantile Co.
ter Haven . . . . . Little Studio
ter Park . . . . . Carter's, Inc.

GEORGIA

ricus . . Americus Hardware Co.
nta . . . . . Davison-Paxon Co.
Ridge . . . . . The Little Studio
o . . . . . Hillcrest Florist
ington . . . . White's Dept. Store
on . . . . . Davies & Sons
glas . . . . Wilson's Jewelry Store
erald . . . . . Hiers Jewelry Co.
in . . . . . Wynne's Jewelers
ttrie . . . . . Cranford's, Jewelers
nnaston, Wheeless Jewelry Store
osta . . C. C. Varnedo Company

IDAHO

. . . . . Greenawalt's
ding . . Thompson Furniture Co.
iston . . . . . Echternach Electric
burg . . . . . Porters Book Store
Falls . . . . Josephson and Lloyd

ILLINOIS

gton Heights
Evergreen Gift Shop
ldstown . . . . . W. E. Fischer
ago . . . . . Croydon China
Marshall Field
nsville . . . . . Butterfields
ville . . . . . Evalyn Gibson
alb . . . . . B. C. Knodle
sburg . . . . . Doyles Furniture
Stewart's Home Furniture
sburg . . . . . Harts
ey . . . . . Ingalls Memorial
dale . . . . . Parker Shop
lonville . . . . . Bassetts Jewelry
nie . . . . . Hobby House
lin . . . . . Charters
ield . . . . . Pfolsgrofs
son . . . . . Glik Company
tota . . . . . Gish Jewelry
nouth . . . . . Colwells
ng (Mt.) . . . . . L. A. Gross
own . . . . . What-Not-Shop
wa . . . . . Leader Furniture
. . . . . Markle Gift Shop
ey . . . . . Dryden Jewelry
ford . . . . . Max P. Miller
gfield . . . . . John Bressmer
Ralph J. Tobin
rville
Taylor Paint and Wallpaper

INDIANA

rson
Kirkman's Jewelry and Gift
nington . . . . . J. O. Henderson
nbus . . . . . H. L. Rost
ffordsville . . . . . E. K. Resoner
lin . . . . . E. O. Collins
en . . . . . Palace of Flowers
n . . . . . Sigmund Sorg, Inc.
napolis . . . . . L. S. Ayres
no . . . . . Roger W. Briney
ette . . . . . Loeb and Hene
son . . . . . Oscar C. Bear
gan City . . . Verner China Co.
. . . . . Andres
on . . . . . K. B. Smith
araiso . . . . . Andersons

IOWA

a . . . . . Sharp's Jewelry
. . . . . Carr Hardware
ic . . . . . Hanke Jewelry
gton . . . . . China Shop
Falls . . . . Old Pottery Shop
Rapids . . . Prastka Jewelers
Moines . . . . . Younker Brothers
que . . . . . J. F. Stampfer Co.
Fairfield . . Paul L. Svacina, Jeweler
Oelwein, Marion's China & Gift Shop
Oskaloosa . . . . . Roy A. Collins
Perry . . . . . McMahon Gift Shop
Sac City . . . . . Lau Gift & Jewelry
Shenandoah . . . . . Modern Jewelry
Sioux City, Sioux City Crockery Co.
Washington . . . C. S. Lemmon & Son
Waterloo . . . . . Random Gift House
Winterset . . . . . Madison Company

KANSAS

Coffeyville . . . Nu Gift & Appliance
Dodge City, Arvin Heichen, Jewelry
Garnett . . . . . Webster Jewelry
Hays . . . . . Webster Jewelry
Kansas City . . . . . Butler Music Co.
Leavenworth
H. Peggemeyer, Jewelry
Pittsburg . . . . . Bennelli's Jewelry
Salina . . . . . Phil Rose Jewelry

KENTUCKY

Bardstown . . . . . Gertrude Smith
Bowling Green
Warren County Hardware
Carrollton . . . . . Bovards Jewelry
Danville . . . . . The Hub
Frankfort . . . . . Roberts Jewelry
Henderson . . Helfrich China & Gift
Hopkinsville . . . . . Gordon Cayce
Madisonville
Baker & Hickman Dept. Store
Maysville . . . P. J. Murphy, Jewelry
Mt. Sterling . . . J. W. Jones & Son
Murray . . . . . Molly Martin
Richmond . . . . . McCord's Jewelry
Springfield . . . . . Barber Hardware

LOUISIANA

Abbeville . . . Abbeville Flower Shop
Alexandria
Treasure Chest Gift Shop
Amite . . . . . Stewarts Drug Store
Arcadia . . . . Arcadia Flower & Gift
Bastrop . . . . . Robinson Service
Greens Jewelry
Baton Rouge
Rosenfield Dry Goods Co.
Covington . . . Champagne Jewelers
Crowley . . . . . Faulks Jewelry Store
Donaldsonville . . . . Pfisters Jewelry
Franklinton . . . . Mrs. Wilton Magee
Haynesville . . . . . Price Jewelry
Homer . . . . . Homer Drug
Jennings . . . . . Rosebud's Gift Shop
Lake Charles . . . . . The Gift Mart
Logansport . . . . . N. J. Carraway
Mansfield . . . . . E. P. Griffin
Monroe
Masur Bros, Palace Dept. Store
Morgan City . . . . . J. R. Delas
New Iberia . . . . . George H. Riviere
Oak . . . . . Cummings Jewelry
Rayville . . . . . Ellerbe Gift Shop
Shreveport . . . . Hearne Dry Goods
St. Martinsville
Fournet Hardware Co.
Sulphur . . McElveens Jewelry & Gifts
Thobodaux . . . . . La Fourche Drug

MAINE

Augusta . . . . . R. B. Herrick Co.
Bangor . . . . . Senter Dept. Store
Brunswick, Merry Meeting Gift Shop
Caribou . . . . . The Gift Shop
Damariscotta . . . . . Cricket Shop
Ellsworth . . . . . Oscar Behr
Houlton . . . . . Carry All Shop
Kennebunk . . . . . The Open Door
Lewiston . . . . . B. Peck & Co.
Portland . . . . . T. F. Foss, Inc.
Porteous Mitchell & Braun
Presque Isle . . . . . I. B. Wilder
Skowhegan . . . . . Foss Hardware
Waterville . . . . Pine Tree Gift Shop
Dot's Gift Shop
York Harbor . . . . . The Step In Shop

MARYLAND

Baltimore . . . . . Betty Blue Shop
Frederick . . . . . Berger's
Hagerstown . . . Harry S. Myers, Inc.
Salisbury . . . . . Russell P. White

MASSACHUSETTS

Amesbury . . . . . Harvey Locke
Andover . . . . . Stratford Shop
Attleboro . . . . . Pearson's Jewelers
Belmont . . . . . Mayfair of Belmont
Beverley . . . . . Whitcomb Carter Co.
Boston . . . . . Thomas Long
Charles Ruby
Brockton . . . . . Edgar's Dept. Store
Gurney's Store
Clinton . . . . . Stewart & Honey, Inc.
Concord . . . . . Hollis S. Howe
Dedham . . . . . Marion's Card Shop
Fitchburg . . . . . S. N. Nathan
Kimmel's
O. S. Rice Co.
Framingham . . . . . D. A. Robertson
Gardner . . . . . Levine's
Greenfield . . . . . James Cleary
Haverhill . . . . . Mitchell & Co.
Peabody Music Store
Poke About Gift Shop
Holyoke, McAuslan & Wakelin Co.
Hyannis . . . . . Colonial Candle Co.
Lawrence . . . . Lawrence Lumber Co.
Kolsky Jewelry
Ann's
Lee . . . . . L. T. Howe
Leominster . . . . . Obershaw's
Lowell . . . . . Bon Marche
Maynard . . . . . Edith Carbone
Melrose . . . . . Cowan's
Needham . . . Needham Jewelry Co.
Newburyport . Premier Furniture Co.
Saffords Jewelry Co.
Newton . . . . . Newton Glass Co.
No. Adams . . . . Mohawk Gift Shop
Norwood . . . . . The Alice Shop
Pittsfield . . . . . The Gold Shop
Rosemary Weston
Quincy . . . . . Goldner's Jewelry
Rockland . . . . . Kitchen Shop
Rockport . . . . . Brook's Shop
Southbridge . . . . . G. C. Winters
Springfield . . . . . Carlisle Hardware
Forbes & Wallace
Taunton . . . . . L. C. Beers
Wakefield . . . . . H. S. Sorenson
Walpole . . . . . B. F. Birchard
Waltham . . . . . Florence Atwood
Webster . . . . . Gatzske Hardware
Wellesley . . . . . Mahogany Shop
Grace Ober
Westfield . . . . Bryan Hardware Co.
W. Roxbury . . . The House of Leslie
W. Springfield
Lotus China & Glass Co.
Whitman . . . . . Whit-Bell Jewelers
Worcester
Barnard Sumner & Putnam Co.
Sawyer's

MICHIGAN

Adrian . . . . . Walper Furniture Co.
Albion . . . . . Paul J. Hawes
Ann Arbor . . . . . Botsford Tile
Battle Creek . . . . . Griswold China
Bay City . . . . . Heglund and Beyer
Oldershaw Co.
Bayne City . . . . . J. R. Porter
Caro . . . . . E. H. Dyer
Dearborn . . . . . Dearborn China
Detroit . . . . . Grinnell Bros.
L. B. King
Papes House of Gifts
Ross Specialty Shop
Sullivan Gift Shop
Escanaba . . Amundson and Pearson
Flint . . . . . McLogan and Austin
G. S. Meyers
Flushing . . . . . Corner Cupboard
Grand Haven . John Boer and Son
Grand Rapids . . . . . E. A. Rood
Greenville . . . . . Roy Wolf
Holland . . . . . Burt L. Post
Howell . . . . . Franks Gift Shop
Jackson . . . . . Beckwiths
Red Barn
Lansing . . . . . Home China
National China
Smith Floral
Marine City . . . W. Bridges and Son
Milan . . . . . Millard Phillips
Pigeon (Huron County) . Spence Bros.
Plymouth . . . . . Fowlers China
Saginaw . . . . . Morley Bros.
South Haven . . . Williams and Co.
Tecumseh . . . . . Flower and Gift
Traverse City . . . . . F. A. Earl
J. W. Milliken
Trenton . . . . . Mulias and Elias

MINNESOTA

Albert Lea
Skinner-Chamberlain Co.
Schulz Jewelry
Alexandria . . Engstrom Furniture Co.
Brainerd . . . . . S. Lundborg
Canby . . . . . E. B. Coil
Crookston . . . Munn's Jewelry Store
Duluth . . . Duluth Glass Block Store
Savolainen Jewelers
Fairmont . . . . . Grewe's Jewelry
Faribault . . . . . Gift & Art Shop
Fergus Falls . . . . . O'Meara's
Kenyon . . . . . George T. Brovold
Luverne . . . . . Laudon's
Mankato . . . . . George E. Brett Co.
Marshal . . . . . The Gift Box
Minneapolis . . . . . Power's
Giftland
Minneapolis-Edina
Town & Country Hardware
Minneota . . . . . O. G. Anderson
New Ulm . . . . . Muesing's
Redwood Falls
Clem's Jewelry & Gifts
St. Paul . . . . . The Emporium
Sherburn . . . . . Morgan Jewelry
Slayton . . . . . Muesing's
Wells . . . . . Stiles Jewelry

MISSISSIPPI

Aberdeen . . Maiers Jewelry Store
Booneville . . . . . Wayfill Jewelry
Brookhaven
C. B. Perkins Hdwe. & Supply
Charleston . Rowland Hardware Co.
Clarksdale . . . . The Gift ▮ Art Shop
Cleveland . . W. G. Lowery Jewelry
Columbia . . . . . The Rankin Co.
Columbus . . . The Pottery Gift Shop
Corinth . . . . . Waits Jewelry
Crystal Springs
Harris Jewelry Store
Gulfport . . . . . Northrops
Hattiesburg . Fowler Hardware Co.
Jackson . . . . . The Emporium
Southwest Drug Co.
Kosciusko . . . . . Wade Harvey Drug
Louisville . . . . . Mineolas Gift Shop
Lucedale . . . . . Byrds Jewelry
Magnolia
Cottage of Flowers & Gifts
McComb . . . . Hainer Jewelry Store
Meridian . . . . Marks-Rotherberg Co.
Monticello . . . . . The Ladies Shop
Natchez . . . . . Dixons
Oxford . . . . . J. E. Neilson Co.
Pascagoula . . . . . Mrs. A. Delcomyn
Philadelphia . McKay Florist & Gift
Port Gibson . . . . Myrties Gift Shop
Ripley . . . . . M. L. Finger & Son
Rosedale . . . . . Adam's Bollou Shop
Tchula . . . . . Baine Hardware Co.
Tupelo . . . . . Westbrooks
Tutwiler . . . . . Ragland Drug Co.
Tylertown . . . . . Lampton Brothers
Vicksburg
O'Neill McNamara Hdwe. & Co.
West Point . . . . . Howards Jewelry
Winona . . . . Simmons Jewelry Store
Yazoo City
Carmens Jewelry & Gifts

MISSOURI

Columbia . . . . . Coffman Jewelry
Joplin . . . . . Ramsay Dry Goods
Lebanon . . . . Cross Roads Gift Shop
Sedalia . . . . . Queen City Electric
St. Joseph . . . . Plymouth Dept. Store

MONTANA

Billings . . . . . Snook Art Shop
Bozeman . . . . McCay Hardware Co.
Conrad . . . . . Pondera Drug Co.
Cut Bank . . . . . F. A. Buttrey
Dillon . . . . . Electric and Variety
Forsyth . . . . . Tip Top Gift Shop
Hamilton . . . . . Valley Furniture Co.
Havre . . . . . H. Earl Clack Co.
Helena
Helena China and Gift Shop
Lewistown
Montana Lumber and Hdwe. Co.
Libby . . . . . Welch's Jlry. and Gift
Miles City . . . . . Arthur's
Missoula . . . . . J. M. Lucy and Sons
Stevensville . Buck Commercial Co.
Whitehall . . . . . Taylor Pharmacy

NEBRASKA

Alliance . . . . . Harry Thiele
Columbus . . . . Roger's Jewelry Co.
Geneva . . . . . The Elder Co.
Grand Island . . Roger's Jewelry Co.
Holdrege . . . . . Chase Jewelry Co.
Kearney . . . . . Pitcher's Jewelry
Norfolk . . . . . Armstrong Jewelry
North Platte . . . . . E. E. Hoover
Oakland . . . . . Shalberg Jewelry
Omaha . . Kay's Store of Distinction
Scottsbluff . . . . . Rominger Jewelry
O'Neil . . . . . Johnson Jewelry
Sidney . . . . . The Gift Shop
Wayne . . . . . Paul R. Mines

NEVADA

Reno . . . . . Bohlman's

NEW HAMPSHIRE

Claremont . . . Rand Ball & King Co.
Concord . . . . Gardner Gift Corridor
Dover . . . . . Seavey Hardware Co.
Exeter . . . . . Young Hardware Co.
Keene . . . . . W. A. Sawyer
Laconia . . . . . Lougee Robinson Co.
Lebanon . . . . . J. S. Wolfe
Manchester . . . . J. J. Moreau & Son
Millford . . . . . Darlings Shop
Nashua . . . . . A. DeMontigny's
Burns-Scott Inc.
Newport . . . . . M. J. Harrington
Plymouth . . . . . Proulx's Gifts
Portsmouth . . . . . Juneau Gift Shop
Rochester . . . . Robinhood Gift Shop

NEW JERSEY

Asbury Park . . . Steinbach Company
Belvidere . . . . . Green Tree Gift
East Orange . . . . . Jolly Tar
Hackensack . . . . . Packards
Jersey City . . . . . Joseph's
Mt. Holly . . . . . Holly Gift Shop
Paterson . . . . . Meyer Brothers
Ridgewood . . . . . Winchells
Short Hills . . . . . The Melroses
Tenafly . . . . . Demarests
Trenton . . . . . Swerns
Upper Montclair . William A. Burner
Westfield . . . . . Jeannettes

NEW MEXICO

Clayton . . . . . Duggin's Hardware
Roswell . . . Simmons Bros. Hardware
Silver City . . . . . Paul R. Gantz

NEW YORK

Albany . . . . . John G. Myers Co.
Amityville . Alfred Crandall Jewelry
Amsterdam . . . John E. Larrabee Co.
Auburn . . . . . William B. Hislop Co.
Babylon . . . . . Premier
Baldwin . . . Red Cardinal Gift Shop
Baldwinsville . . . . . Welden's
Batavia . . . . . Francis & Mead
Bay Shore . . . . . Toomey's
Beacon . . . . . Hudson Electric
Bellerose . . . . . Dove Shop
Binghamton . . . . . Johnson Brothers
Buffalo . . . . . J. N. Adam Co.
Canandaigua . . . . . Camel Jewelry
Cohoes . . . . . Timpane's
Corning . . . . . George W. Peck Co.
Cortland . . . . . G. H. Wiltsie
Cuba . . . . . Harry Hammel
Dansville . . . . George W. Peck Co.
Dolgeville . . . . . The Village Shop
Elmira . . . . . George W. Peck Co.
Fulton . . . . . N. G. Wilson
Glens Falls . . . . . Fowler's
Gloversville . . . . . A. D. Norton
Greenport . . . . . Village Gift Shop
Hamburg . . . . . Kronenberg's
Hornell . . . . . A. McHenry
Jamestown . . . . Nelson's Dept. Store
Johnstown . . . . . Ten Eyck Jewelry
Kingston . . . . . Art Gift Shop
Lockport . . . . . Williams Brothers
Lynbrook, L.I. . . . Burgess Gift Shop
Mechanicville . . . . . D. H. Oakes
Middletown . . . . . R. E. Clarke
New York City . . . B. Altman & Co.
Norwich . . . . . Mayflower
Penn Yan . . . . . A. Holiday Shop
Pleasantville . . . . . K. B. Ward
Port Chester . . . . . White Gifts
Port Jefferson, L.I. . Mayflower Gifts
Potsdam . . . . . Fred R. Haywood
Poughkeepsie . . . . . Lucky Platt Co.
John J. Rupsis
Riverhead . . . . Nelson's Dept. Store
Rochester . . . . . McCurdy's
Sibley, Lindsay & Curr
Rockville Centre . . . . . Gift Service
Rome . . . . . Nelson's Dept. Store
Schenectady . . . The Carl Company
Sherburne . . . . . H. R. Turner
Syracuse . . . . . L. A. Witherill
Onondago Pottery
Utica . . . . . Wilcox Jewelry
Valley Stream . The Treasure Chest
Watertown . . Conde Hardware Co.
Waverly . . . . . W. F. Lutz
Wellsville . . . . . Wards Jewelry
White Plains . . . . . McArdles

NORTH CAROLINA

Asheboro . . . . . Grimes Jewelry
Asheville . . . . . Bon Marche Inc.
Black Mountain
Black Mountain Hdwe. Co.
Brevard . . . . . L. S. Parsons
Burlington
Alamance Book and Stationery Co.
Canton . . . . . L. J. Sellers Jewelers
Charlotte . . . . . Efird's Dept. Store
Cherryville . . . . . The Jewel Shoppe
Durham . Jones and Frazier Jewelers
Elkins . . . . . N. W. Wall
Gastonia . . . . Van Steen's Jewelers
Goldsboro . . . Giddens Jewelry Co.
Granite Falls . . Hickman Hardware
Greensboro . . Phipps Hardware Co.
Schiffman's Inc.
Hickory . . . . . Lyerly's Inc.
High Point . . Samuel Hyman Jewelry
Perkinsons
Kannapolis . . . Whitemire-Falls Jlrs.
Kings Mountain
Dellinger's Jewel Shop
Lexington . . . . . Parker-Miller Co.
Costner's Jewelers
Mooresville . . . . . D. E. Turner Co.
Mt. Airy . . . . . M. W. Wall
Newton . . . . . B. F. Wagoner
Pilot Mountain . . . . . Lowes Jewelry
Plymouth . . . . . O. R. Leggett's Son
Raleigh . . . . . Ivey Taylor Co.
Roanoke Rapids . . . . . Land Bros.
Rocky Mount . . The Kenilworth Shop
Roxboro . . . . . Henry's
Salisbury . . . . . Bishop C. Leonard
Shelby . . . . . Gilliott's
Siler City . . . . . Grimes Jewelry
Spruce Pine . . . . . Lantz Jewelers
Sylva . . . . . Dependable Jewelers
Valdese . . . . . Squillarios Gift Shop
Waynesville . . . . . E. J. Lillius
Clyde Ray Florist
Whiteville . Weavers Jewelry Store
Winston-Salem . . Ideal Dry Goods

NORTH DAKOTA

Bismark . . . . . A. W. Lucas Co.
Fargo . . . . . O. J. De Lendrecie Co.
Luger Furniture Co.
Grafton . . . . . Fish's Variety
Langdon . . George Carlson Jewelry
Minot . . . . . Ellison's
Valley City . . . . . The Fair Co.

OHIO

Akron . . . . . Polsky's of Akron
Athens . . . . . Logan's
Camden . . . . . Bert E. Snyder
Chillicothe . . . . . Weavers Jewelers
Cincinnati . . . . . Lewis & Neblett
H. & S. Pogue Co.
Columbiana . . . . . Roller's
Hucksville . . . . . Murphy's
Lorraine . . . . . Neilson's
Massilon . . . . . C. J. Duncan, Inc.
Glen Heckert
Salem . . . . . Strouss Hirshberg
Xenia . . . . . McVay's
Youngstown . . . . . McKelvey's

OKLAHOMA

Bartlesville . . . . . Duffendack-Hall
Durant . . . W. M. Sandefur Jewelry
Miami . . . . Dawson China Silver Co.
McAlester . . . . . Bisanars Jewelry
Oklahoma City
Harbour Longmire Co.
Okmulgee . . . . . Ramsey's
Pawhuska . Rolands House of Gifts
Ponca City . . . . . Stanley Jewelry

OREGON

Bend . . . . . Symons Brothers
Eugene . . . . . The Gift Shop
Grants Pass
Brownell's Electric Store
Hillsboro . . . . . Colonial Gift Shop
Klamath Falls . . . . . Garcelon's
Medford . . . . . Bell's
Pendleton . . . . . Taylor Hardware
Portland . . . . Lipman Wolfe & Co.
Salem . . . . . Stevens & Son Jewelers
Vale . . . . . Vale Supply Co.

PENNSYLVANIA

Allentown . . . . . Hess Brothers
Ardmore . . . . . Gilman's
Berwick . . . . . Shermans
Bloomsburg . . . . . Sneidmans
Canonsburg . . . . . Penn China Co.
Carlisle . . . . . B. B. Stearns
Chambersburg . . . . . Nathans
Clarion . . . . . John Ditz Hardware
Coatesville . . . . . Charles F. Trunk
Coudersport . . . . . McConeghy's
Doylestown . . . . . Cameron's Shop
Easton . . . . . William Laubach Co.
Fredericktown . . . Hanson Hardware
Hanover . . . . . Roth Brothers
Harrisburg . . . . Bowman Dept. Store
J. P. Harris
Hershey . . . . . Hershey Dept. Store
Honesdale . . . . . Truscotts
Hummelstown . . . . . Staub Jewelry
Kane . . . . . Garden & Gift Shop
Lancaster . . . . . Hager & Brothers
Lewistown . . . . . E. E. McMeen Co.
Mahonoy City . . Liachowitz Jewelry
McKees Rocks . . . . . P. B. Harton
Meadville . . . . . John J. Shryock Co.
Milton . . . . . M. V. Best
Mt. Carmel . . . . . Frank R. Kessler
New Holland . . . . . Groff's
Norristown . . . . . Robert J. Snyder
Philadelphia . . . . John Wanamaker
Pittsburgh . . . . . Gimbel Bros., Inc.
R. S. Robinson
Wise Sales Co.
Reading . . . . Stichter Hardware Co.
Sunbury . . . . . Bittners Dept. Store
Sayre . . . . . The Gift Shop
Upper Darby . . . . . Matlocks
Warren . . . . . Picketts
Washington . . . . . Caldwells
Waynesburg . Betsy Ross Gift Shop
West Chester . . . . . Irwin Klein
Williamsport . . . . . E. E. Schleh
York . . . . . Charles H. Shaffner
Pottery Hill Inc.

RHODE ISLAND

East Greenwich . . . . . Browning's
Newport . . . . . Walsh Brothers
Pawtucket . Little Acorn Book Shop
Providence . . . . . Boston Store
Pawtuxet Paint & Hardware Co.
Steffelins
Wakefield . . Mary Elizabeth Shop
Warren . . . . . Lothrop Shop
Westerly . . . . . Woodmansee's
Woonsocket . . . . Bazaar Gift Shop
Arthur Beaudett, Jeweler

SOUTH CAROLINA

Anderson . . . Sullivan Hardware Co.
Charleston . . . . . James Allen ▮ Co.
Columbia . . . R. L. Bryan Book Store
Belk's Store
Greenville
Freeman Babb Hardware Co.
Greenwood . . . Gambrill Hdwe. Co.
Greer . . . . . Dobson Hardware Co.
Sullivan-Eskew Hardware Co.
Laurens . Maxwell Bros. and Kinard
Manning . . . . . Avant Jewelers
Rock Hill . . . . . Tucker Jewelry Co.
Seneca . . . . . Seneca Hardware Co.
Spartanburg
Montgomery-Crawford
Sumter . . . . . W. B. Burns and Sons
Walterboro . . . . . Rainey Jewelers

SOUTH DAKOTA

Canton . . . . . Moe's Jewelry
Huron, Perriton Drug & Jewelry Co.
Pierre . . . . . The China & Gift Shop
Rapid City . . . . . Schmidt's Jewelry
Sioux Falls . . . . Shriver-Johnson Co.
Sturgis . . . . . H. O. Anderson & Son
Watertown . . . . . Prey's China Shop
Webster . . . . . Pearson's Store

TENNESSEE

Alamo . . . . . Alamo Jewelry
Bristol . . . . . The Faucette Company
Brownsville . . . . . Clark's Jewelry
Chattanooga . . . . . Kerr's
Miller Bros. Co.
Clarksville . . . . . C. G. Sites
Columbia . . . . . Helms Jewelry
Dyersburg . . . . . Hobbs Jewelry
Elizabethton . Nelsons Jewelry Store
Fayetteville, John T. Wright, Jewelry
Gallatin . . . . . Blues Jewelry
Johnson City . . . . . Peter's Gift Shop
Knoxville . . . . . Miller's, Inc.
Lewisburg . . . . . Downey & Jones
Memphis . . . . . John Gerber Co.
Morristown . . . . . Clifton's, Inc.
Nashville, Phillips & Buttorff Mfg. Co.
Paris, Murray-Humphrey's Jewelry
Pulaski . . . . . R. L. Rost Jewelry
Ripley . . . . . Tanner McEver
Shelbyville . . . Bonnies Flower Shop
Springfield . . . . . Downey & Jones
Union City . . . . . Andrews Jewelry

TEXAS

Dalhart . . . . . Dalhart Hardware
El Paso . . . . . The White House
Fort Worth . . . . W. C. Stripling Co.
Houston . . . . . Good Housekeeping
Huntsville . . Westmoreland Jewelry
Lubbock . . . . . Sherrod Hardware
McAllen . . . . . Britton's
Midland . . . . . Vosatko's
Plainview . . . . Meinecke Hardware
Port Arthur . . . . . Nielson's
San Antonio . . . . . Joske of Texas
Waco . . . . . R. E. Cox Dry Goods
Waxahachie . . . . Jones Hardware

UTAH

American Forks
Dixon-Taylor-Russell Co.
Bountiful
Bountiful Lumber and Supply
Cedar City . . Hunter Hardware Co.
Orem . . . . Dixon-Taylor-Russell Co.
Payson . . . Dixon-Taylor-Russell Co.
Pleasant Grove
Dixon-Taylor-Russell Co.
Price . . . . Dixon-Taylor-Russell Co.
Provo . . . . Dixon-Taylor-Russell Co.
Salt Lake City . . . . . Auerbach Co.
Spanish Fork
Dixon-Taylor-Russell Co.
St. George . . . . Pickett Lumber Co.

VERMONT

Barre . . . . . C. W. Averill Co., Inc.
Bennington . . . C. F. Atkins, Jewelers
A. H. Winslow, Inc.
Brattleboro . . . . . Vaughn & Burnett
Burlington . . . . . The Bero Co.
Derby Line . . . Caswell & O'Rourke
Montpelier . . . . . J. O. Goodrich
Newport . . . . . True & Blanchard
Richford . . . . . The Town Shop
Rutland . . . . . Freeman Hascall Co.
F. B. Howard Co.
Springfield . . . . . A. Earl Wilson
St. Albans, M. D. Armstrong, Jeweler
Johnsbury . . . . Cooney Furniture Co.
White River Junction
W. C. Powers Estate

VIRGINIA

Alexandria . . . The Silhouette Shop
Broadway . . . . All States Gift Shop
Cape Charles . . . W. B. Wilson Co.
Charlottesville
Charlottesville Hardware
Covington . . . . . Harold's
Danville . . . . Belk-Leggett Company
L. Herman
Harrisonburg . . . John W. Taliaferro
Joseph Ney's
Lynchburg . . . . . Bowen Jewelry Co.
Martinsville . . . . Rimmer's, Jewelers
Norfolk . . . . . Max Schwan
D. P. Paul
Petersburg . . C. F. Lauterback's Sons
Portsmouth . . . . . Cooper's, Inc.
Richmond . . . . . Miller & Rhoads
Thalhimers
Roanoke . . . . . S. H. Heironimus Co.
Staunton . . Holtz China & Gift Store
Suffolk . . . . . Brewer Jewelry Co.
Waynesboro . . Hodges Jewelry Co.
Wytheville . . . . Moore & Company

WASHINGTON

Aberdeen . . . . . Lancaster's
Bellingham . . . . . The Fravels
Thiel & Welter, Inc.
Brewster . . . . . Shamrock Shoppe
Everett . . . . . Miller's
Kelso . . . . . Hale's
Longview . . . . . Bonita Art Shoppe
Mount Vernon, The Grace Art Shop
Okanogan . . C. E. Blackwell and Co.
Olympia . . . . . Dree's
Miller's
Pullman . . . . . Emily's
Spokane . . . . . The Crescent
Sunnyside . . . . . Skogen's Jewelry
Tacoma . . . . . Rhodes Brothers
Toppenish . . . Haugan's Dept. Store
Walla Walla, Snelson Camera Shop
Wenatchee . . . . . Doell's Gift Shop
Yakima . . . . . Dunbar Jewelers, Inc.

WEST VIRGINIA

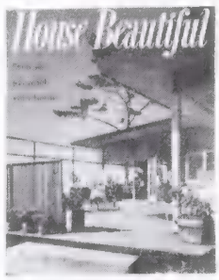
Beckley . . . . . Eric's Jewelry
Elkins . . . . . Standford's, Jewelers
Parkersburg . . . . Dils Brothers & Co.

WISCONSIN

Ashland . . . . . E. J. Born & Co.
Barron . . . . . Uehlin's Jewelers
Berlin . . . . . Marc R. Nicolet
Eau Claire . . . . . Farmers Store Co.
Fort Atkinson . . . . . Percy N. Wallis
Gillett . . . . . Klebenow, Jewelers
Green Bay . . . Roland Crockery Co.
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Hudson . . . . . J. E. Jones
Kenosha . . . . . Maud Siver
La Crosse . . . . . E. R. Barron Co.
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Menasha . . . . . Smith Talbot Inc.
Menomonie . . . . Farmers Store Co.
Milwaukee . . . . T. A. Chapman Co.
S. J. Casper Co.
Peshtigo . . . . . Mur-Mils
River Falls . . . . . George J. Neher

WYOMING

Cheyenne . . . . . The Little Shop
Laramie . . . . Laramie Furniture Co.
Lovell . . . . . C. B. Robertson
Riverton . . . . . Trego's Book Shop
Sheridan . . . . . Pohl's Gift Shop
Torrington . . . . . Larson Hardware
Worland . . . Worland Furniture Co.



PHOTOGRAPH BY MORLEY BAER

The modern house on our cover symbolizes the new enrichment which is beginning to enter our architecture, our furnishings, our lives. Designed by architects Campbell & Wong for Mrs. Elmina Underwood, it sits high on a bluff over the Pacific.

House Beautiful

VOL. 95 NO. 5

THE MAGAZINE DEDICATED TO THE BUSINESS OF BETTER LIVING

MAY 1953

BUILDING AND ARCHITECTURE

We Are Entering a New Age of Enrichment **133**
The Trend to Enrichment **134-139**
How Enrichment is Coming into Modern Architecture **146-149**
How a House Can Enrich the Life Within **157**
Report on the American Battle Between Good and Bad Modern Houses **172-173**
Add a New Room to Your Old House **176-177**
A Fable for Our Times: The Emperor's New Palace **274-275**

CLIMATE CONTROL

There are Summers and Summers **179**
How to Use the Wind **180-182**
How a House Can Invite the Wind **183-185**

DECORATING

The Trend to Enrichment **134-139**
The Most Significant Trait of Today's Furniture—Lyrical Lines **140-143**
New Riches on Your Table **144-145**
You See Enrichment in Fine Sculptured Detail **150-151**
We're Back to the Riches of Rosewood **152-153**
Pattern is Appearing in Modern Furniture **154-156**
Wallpaper—The Surest Way to the Richest Effect **158-160**
Decorator's Diary **248-249**
Wallpaper Sets the Mood in a Provincial Kitchen **250-251**
Make It Easy to Telephone **256-257**

FOOD AND THE ARTS OF GOOD LIVING

The Modern Epicure **161**
What it Means to be a Modern Epicure **162-167**
Five Easy Recipes **167**
Enrich Your Possessions with a Quick Creative Needle **174-175**
A Glossary for the Modern Epicure **205-207**
Pantry Shelf News **263-264**

GARDENING

What Makes a Garden Rich and Luxurious? **168-171**
Should I Use a Regular or Quick-Dissolving Plant Food? **186**
Work-Savers for Gardeners **264**
What Do You Learn From the Flower Shows? **276**
Common Lawn Weeds **280**

HOUSEKEEPING AND MAINTENANCE

How to Make Your Basement Dry and Sweet-Smelling **178**
Take It Easy, Lady! **190-192**
It's Worth Mentioning **265**

TRAVEL

How to Leave Home and Like It **128**

OTHER FEATURES

Sing Your Way Through History **22**
Window Shopping **56-118**
See for Yourself **122**

ADVERTISING INDEX ***293***

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Birmingham...Loveman, Joseph & Loeb
Birmingham...Southern Furn. & Rug Co.
Birmingham...Weldon Furniture Co. Inc.
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Cullman.....Steele Furniture Co.
East Tallassee...Arthur Scroggin Stores
Greenville.....Hamje's
Headland.....Godwin-Weston
Jackson.....Woodson Furniture Co.
Jasper.....A. B. Ligg & Sons Furniture
Lafayette.....J. E. Cutler
Monroeville.....Hamje's
Sheffield.....Colbert Furniture Co.
Tuscaloosa.....Sokol's

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Phoenix.....Barrows Furniture Co.
Safford.....Long Furniture Co.
Tucson.....House of Enchantment
Tucson...W. R. Shearman Furniture Co.

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Marianna.....Owen Furniture Co.
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Fresno.....Roth Furniture Co.
Fresno.....Slater Furniture Co.
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La Jolla.....Crawford M. Reynolds
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Los Angeles.....Bullock's Downtown
Los Angeles.....The May Co.
Los Angeles...San Fernando Furn. Co.
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Modesto.....Union Furniture Co.
Mountain View...Cornell's of Los Altos
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Oakland.....Union Furniture Co.
Oakland...Wilton's Housefurnishings Co.
Pomona.....Harris Furniture
Redwood City.....Union Furniture Co.
Richmond.....Union Furniture Co.
Salinas.....Union Furniture Co.
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San Diego.....V. J. Lloyd, Inc.
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San Francisco...Milwaukee Furniture Co.
San Francisco.....Union Furniture Co.
San Jose.....Robinsons
San Jose.....Union Furniture Co.
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Santa Rosa.....Lings Home Furnishings

COLORADO

Arvada.....Superior Furniture Co.
Aurora.....Friend Furniture Co.
Boulder.....Blackmar Furniture Co.
Colorado Springs...Home Furniture Co.
Denver.....American Furniture Co.
Denver.....Broadway Furniture Co.
Denver.....Daniels & Fisher Store
Denver.....Fred Davis Furniture Co.
Denver.....Del Teet Furniture Co.
Denver.....Denver Dry Goods Co.
Denver.....East Denver Furniture Co.
Denver.....Grimsley Furniture Co.
Denver.....John Harvey Furniture Co.
Denver.....L. Imrovich Co.
Denver...Johnson & Land Furniture Co.
Denver.....Miller Furniture Co.
Denver.....Zall Furniture Co.
Durango.....Durango Furniture Mart
Ft. Collins.....Scottie Furniture Co.
Ft. Morgan.....V & H Furniture, Inc.
Greeley.....Chlanda-Harris, Inc.
Greeley.....Clough Furniture Co.
Lakewood.....McBurney Furniture Co.
Longmont...Chlanda-Harris Furniture Co.
Loveland.....Knox Furniture Co.
Pueblo.....Crews Beggs Dry Goods Co.
Pueblo.....Gormick Furniture Co.
Pueblo.....Pryor Furniture Co.
Wray.....Phil Shea's

CONNECTICUT

Branford.....The Hamilton Shops
Bridgeton.....D. M. Read Co.
Danbury.....Henry Dick & Son
Hartford.....The Nassau Furniture Co.
Meriden.....Reed-Holroyd Co.
Milford.....Wayside Furniture Shop
Naugatuck.....Carlson Furniture Co.
New Haven.....H. M. Bullard Co.
New Haven.....Malley Dept. Store Co.
New London.....Schwartz Furniture Co.
New London.....Shafners Furniture
Plainville...Plainview Wayside Furn. Co.
Seymour.....Seymour Furniture Co.
Stamford.....P. Sieberman
Stamford.....Wallmans Furniture Store
Torrington.....Wolcott House
Waterbury.....Hadleys
Waterbury, Hampton Minnie & Abbott Inc.

DELAWARE

Dover.....Nap & Spence
Selbyville...Selbyville Furniture Co. Inc.
Smyrna...Robinson Furniture Store Inc.
Wilmington.....John Brand
Wilmington.....Feeney's
Wilmington.....Miller Bros. Co.
Wilmington.....R. Ritter Furniture
Wilmington.....Sobocinski Furniture Co.

DISTRICT OF COLUMBIA

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Washington.....Baylor Furniture Co.
Washington.....Lansburg & Brothers
Washington.....Mayer & Co.
Washington.....P. J. Nee Inc.
Washington.....Malcolm Scates Co.

FLORIDA

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Jacksonville...Southern Whls. Furn. Co.
Lakeland.....Kirk McKay Furniture Co.
Miami.....Luther Furniture Co.
Orlando...Lloyd's Home Furnishings, Inc.
Pensacola.....Marston-Quina
St. Petersburg.....Dew Furniture Co.
Winter Haven....Thornton Furniture Co.

GEORGIA

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Augusta.....Grear's, Inc.
Dalton.....Bargainer's
Hartwell.....Page Furniture Co.
Monroe.....Williamson Furniture Store
Savannah...Dream House Furniture Co.
Statesboro.....Bowen Furniture Co.
Thomston.....Watson Furniture Co.
Tipton.....Hubbard & Massey Furn. Co.

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Boise.....Petersen Furniture Co.
Idaho Falls.....Petersen Furniture Co.
Nampa.....Case Furniture Co.
Pocatello.....Martin Furniture Co.
Pocatello.....Petersen Furniture Co.
Twin Falls.....Burkholder Furniture Co.

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Batavia.....Crane's
Belleville.....Knapp Furniture Co.
Belleville.....Mueller Furniture Co.
Breese.....Bruegge & Co.
Bushnell.....Robert Rawls Furniture Co.
Carlinville.....Gustav Heun's
Carterville.....Heckel's, Inc.
Champaign.....Reliable Furniture Co.
Charleston.....Miller Furniture Co.
Chicago.....Bass Bros. Furniture Co.
Chicago.....Bass Furniture & Rug Co.
Chicago.....M. Bass Furniture Co.
Chicago.....Bradshaw & McCartney
Chicago.....The Fair
Chicago.....Fox Furniture Co.
Chicago.....Frank's Department Store
Chicago.....HaMen Furniture Co.
Chicago.....Harlo Furniture Co.
Chicago...Harper Home Furnishings
Chicago...Hartman Furn. & Cpt. Co.
Chicago.....Hoven-Thorp Co.
Chicago.....Jansen's Furniture Co.
Chicago.....Kutchins Furniture Co.
Chicago.....E. Lavicka & Son
Chicago.....Gerald Lebo
Chicago.....Miller's Furn. & Rug
Chicago.....Murphy & Son
Chicago.....Petersen Furniture Co.
Chicago.....Provus Furniture Co.
Chicago.....Rochelle's, Inc.
Chicago...Roman Furniture Mart
Chicago.....Rusnak Bros.
Chicago.....John M. Smyth Co.
Chicago.....Vahey, Inc.
Chicago.....Edward J. Weber
Chicago.....Werner's Furniture
Chicago Heights.....Harry Friedlander
Chicago Heights.....Rau Store
Cicero.....Grand Furniture Co.
Cicero.....Manor Furniture Co.
Clinton.....Chatham Furniture
Danville.....Block & Kuhl Co.
Danville.....Penry Furniture Co.
Danville.....Sandusky's
Decatur.....Block & Kuhl Co.
Decatur.....Bohon-Yockey Furn. Store
Des Plaines.....Sheppard's
Elgin.....Daniels & Clark
Elgin.....Kimball Furniture & Rug Co.
Elgin.....Rauschenberger Furn. Co.
Elmhurst.....A. H. Tennyson & Son
Evanston.....Joseph Von Der Sitt
Fulton.....John's Home Furnishings
Galesburg.....Block & Kuhl Co.
Galesburg.....Doyle-Cordon, Inc.
Harvard...Schutt-McFarlin & Saunders
Havana.....Wehners Furniture
Highland.....Tibbetts & Co.
Highland Park.....Marshall Serto & Co.
Highwood.....Somenzi & Sons
Joliet.....Aron's Furniture
Joliet.....Fitzgerald Furniture Co.
Kankakee.....McCullough Furn. Home
Lawrenceville.....Tipsword's
Litchfield.....Barenholtz Furniture Co.
Macomb.....Robert Rawls Furniture Co.
Mattoon.....Paul Harris Furniture Co.
Moline.....Block & Kuhl Co.
Moline.....Fifth Ave. Furniture
Mt. Vernon....Hometown Furniture Co.
Oak Park.....Rusnak's Furniture
Oak Park.....Walker Company
Oblong.....Grogans
Pekin.....Crosswellers
Peoria.....Block & Kuhl Co.
Peoria....Lippmann's Furn. & Interiors
Peoria.....Pfaffman Bros. Furn.
Pittsfield.....Home Furnishers, Inc.
Quincy.....Block & Kuhl Co.
Quincy.....H. P. McLaughlin Co.
River Forest.....Austin Furniture Co.
River Forest...Warehouse Furn. Sales Co.
Rockford.....Blomquist Furniture Store
Rockford.....Hanley Furniture Co.
Rockford.....House of Lindberg, Inc.
Rockford.....Henry Lindberg
Rockford...Warehouse Furniture Mart
Roodhouse.....Wolfe Home Furn.
Skokie.....Forest Furniture Co.
Springfield...Harry S. Clayton Furn. Co.
Springfield.....A. Dirksen & Sons
Springfield.....Madison Furniture Co.
Springfield.....Stern Furniture Inc.
Sterling.....Dunbar Furniture Co.
Vandalia.....Allen Furniture Store
Waukegan.....J. Blumbere
Windsor....Storm's Farm & Home Store

INDIANA

Anderson.....The John Kelley Co.
Anderson.....LuParm's Furniture Co.
Anderson.....McDonald Furniture Co.
Anderson.....Roy's Furniture Showcase
Berne.....Yager Furniture Co.
Bloomington.....Wylie Furniture Co.
Bluffton.....Gerber Furniture & Uph.
Bluffton.....H. Thoma & Son
Boonville.....Ruble-Doolittle Co.
Colfax.....Anderson Furniture Mart
Columbus.....Wilson's Furniture Store
Corydon.....Conrad & Son Piano Co.
Crawfordsville....Schloot Furniture Co.
Decatur.....Wylie Furniture Co.
Elwood.....R. L. Leeson & Sons Co.
Evansville.....Finke Furniture Co.
Evansville.....The John M. Karges Co.
Evansville.....R & G Furniture Co.
Evansville.....Schear's Furniture Mart
Flora.....D. E. Cripe & Co.
Ft. Wayne.....Earl Groth & Co.
Ft. Wayne.....Rowlands Co.
Ft. Wayne.....Siprist Furn. Co.
Ft. Wayne.....Wolf & Dessauer
Frankfort.....Coulter-Smock Co.
Frankfort.....J. A. Kern & Son, Inc.
Gary.....Radigan Bros.
Goodland.....Goodland Furn. Store
Goshen.....Newman Furniture Co.
Hammond.....Grawcock's Furniture Co.
Hammond.....E. C. Minas Co.
Hammond...Vierks Hessville Furn. Co.
Huntington.....Fanning Furniture Co.
Huntington.....Hurdle's
Huntington.....The Stults-Briggs Co.
Indiana Harbor...Harbor Furniture Co.
Indianapolis.....L. S. Ayres & Co.
Indianapolis.....Banner-Whitehill, Inc.
Indianapolis...Richard Bennett Furn. Co.
Indianapolis.....M. Clune Co.
Indianapolis.....John Koch Furn. Co.
Indianapolis.....Reifers Bros.
Indianapolis.....Rutherford's, Inc.
Indianapolis.....Simpson-Miller, Inc.
Indianapolis.....Smith Furniture Inc.
Jamestown.....C. Rushton Smith
Jeffersonville...United Home Furniture Co.
Kokomo.....Miller Furniture Co.
Kokomo.....Shirley's Home Furn. Co.
Kokomo.....Weldon and Clark, Inc.
Ladoga.....Wendell Blaydes
Lafayette.....Reifers Furniture Co.
LaPorte.....Fenker's Finer Furniture
LaPorte.....Kessler's Furniture Store
Lebanon.....Taylor-Smock Co.
Logansport...Bennett Furniture Co., Inc.
Logansport...McTaggart Home Furn. Co.
Marion.....The John Kelley Co.
Markleville.....Valorous C. Rector Furn.
Mishawaka.....Berger Furniture Co.
Mishawaka.....Christenson Furn. Corp.
Mt. Summit.....Land's Furniture Store
Muncie.....Banner-Whitehill
Muncie.....C. Cree Gable
Nappanee.....Wise's Furniture
New Albany.....Reisz Furn. Co. Inc.
New Albany.....Schmitt Furniture Co.
North Manchester..The Hartzog Furn. Co.
Peru.....Glazier Furniture Co.
Plainfield....Happy Valley Furn. & App.
Princeton.....Scull Furn. Co.
Richmond.....Romey Furn. Co.
Roanoke.....S. J. Douglas Furniture
Roanoke.....Wirths Home Furnishings
Rochester.....Larry's Furn. & Appl.
Rockville.....Vandenbark Furn. & App.
Seymour.....Kroeger Furn. Store
Shelbyville.....Fleming Furn. Home
South Bend.....Jud's Furniture Co.
South Bend.....Ries Furn. Co. Inc.
South Bend.....Robertson's
Tell City.....Gerber's Furniture
Valparaiso.....J. Lowenstein & Sons
Vincennes.....Schultheis & Sons
Wakarusa.....Edw. Lienhart & Sons
Walkerton.....Leroys
Warsaw.....Home Furniture Mart
Wolcottville.....Patterson Furn. Store

IOWA

Algona.....Foster Furniture
Bloomfield.....Curl Furniture Co.
Boone.....Anderson Furniture
Boone.....Wester Furniture
Burlington.....Block & Kuhl Co.
Cedar Rapids.....Killians
Clinton.....Paaske Shops
Council Bluff....Continental Keller Co.
Cresco.....Larson Furniture
Davenport.....Block & Kuhl Co.
Davenport.....Kay Furniture Co.
Davenport.....Roederer Furn. Store
Des Moines.....Burke Furn. Mart
Des Moines.....Davidson's
Des Moines.....L. Ginsberg & Sons
Dubuque.....Clark's Furn.
Dubuque.....Roehl-Phillips
Emmetsburg.....Ryan Furniture
Estherville.....Martins Furniture
Forest City.....Olson Furniture
George.....Vogelaar Furniture
Hampton.....Evans Furniture
Humboldt.....Starner Furn. Co.
Harlan.....H. C. Pauley Furn. Store
Ida Grove.....Moore Furn. Store
Ida Grove.....Wirth Furniture
Mason City.....Davidson's
Manchester..Stearns & McCormick Furn.
Maquoketa.....Maquoketa Furn. Mart
Marion.....Balster Furniture
Muscatine.....S. G. & P. Stein Furn. Co.
Nevada.....McGrath Furniture
Oskaloosa.....The McGregor Co.
Pella.....Boat & Boatsma
Red Oak.....Fifield Furniture Mart
Remsen.....Moeller Furniture
Rock Valley.....Kragt Furn. Co.
Shenandoah...Redfield & Sullivan Furn.
Sioux City....Bekins Van & Storage Co.
Sioux City.....Western Furn. Mart
Sioux City.....Younker-Davidson
Storm Lake.....Birdsell Furn.
Washington.....Scott Furniture
Waterloo.....Davidson's
Waterloo.....Waterloo Furn. Mart
Waverly.....Cleveland & Herman Furn.
Webster City.....Brins' Furniture Co.

KANSAS

Arcadia...Dunton Hardware & Furn. Co.
Arkansas City..Newmans Dry Goods Co.
Arkansas City.....Owens Furn. & Appl.
Coffeyville.....Buckner Furniture Co.
Emporia.....Crawford Furniture Co.
Goodland.....Elliott Furniture Co.
Hutchinson.....Crook Furn. Exchange
Hutchinson.....Harman Furniture Co.
Hutchinson.....Home Furniture Mart
Independence.....Sayers Furn. Co.
Junction City....Johnson Bros. Furn. Co.
Kansas City.....Anderson Furn. Co.
Kansas City.....Davidson Furn. Co.
Kansas City.....Feingolds Furn. Co.
Kansas City.....Glanville Furn. Co.
Kansas City.....Kuluvas Dept. Store
Kansas City.....Reliable Furniture Co.
Kansas City.....Thornton Furniture Co.
Leonardville.....Sikes Store Co.
Manhattan.....Kaup Furniture Co.
McPherson.....Green Furniture Co.
Meade.....Brown's Furn. & Appl.
Newton.....Furniture Exchange
Newton.....Hanna Furniture Co.
Osawatomie.....Whitcher & Troutman
Parson.....Sengpiehl Furniture Co.
Salina.....Norris Furniture Co.
Salina.....Stiefel Stores Co.
Stafford.....Peacock and Soice
Topeka.....Bomgardner Furniture Co.
Topeka.....Ed. Marling, Inc.
Topeka.....Moores Furniture
Wichita.....Crook Furniture Co.
Wichita.....The Hellums Furn. Co.
Wichita.....Innes'
Wichita.....Vowel Furn. Co. Inc.

KENTUCKY

Ashland.....L. Flood & Sons
Barbourville....Miller-Yancey Furn. Co.
Calhoun.....Thrifty Furniture Store
Glasgow.....F. P. Williams Co.
Lexington.....Baum and Garner, Inc.
Louisville...Bomar-Summers Hdwe. Co.
Louisville.....Furniture Mart
Louisville.....Globe Furniture Co.
Louisville.....Hellenmpers
Louisville..Hubbuch Bros. & Wellendorff
Louisville.....Kaufman-Straus Co.
Louisville.....United Furniture Co.
Mayfield.....Lochridge & Ridgway, Inc.
Mayfield.....Rhodes-Burford Co.
Maysville.....C. L. Mains & Sons
Owensboro.....Factory Outlet Furn. Inc.
Owensboro.....A. J. Reynolds Furn. Co.
Paducah.....Rhodes-Burford Co.
Winchester.....J. B. Epperson & Sons

LOUISIANA

Abbeville..J. Lull Broussard Furn. Store
Alexandria..Hemenway Johnson urn Co.
Baton Rouge.....Newman Furniture Co.
Baton Rouge.....Simon Furn. Co.
Denham Springs..Benton Bros. Furn. Co.
DeQuincy.....Conerlys Furn. Store
Jena.....Portiers
Jennings.....Frank West Furn.
Lafayette.....Gerami Furn. Co.
Lake Charles.....Hemenway's
Lake Charles.....Household Furn. Co.
Natchitoches.....Mason Salter's
New Orleans.....Doerr Furn. Co. Inc.
New Orleans.....Emile Jorda, Inc.
New Orleans.....Maison Blanche Co.
New Orleans.....The Mintz Furn Co.
New Orleans.....Taylor Furn. Co.
Shreveport.....Booth Furn. & Cpt. Co.
Shreveport.....Alphone Brenner Co.

MAINE

Bangor.....Bangor Furn. Co.
Lewiston.....Atherton Furniture Co.
Portland.....Atherton Furniture Co.

MARYLAND

Baltimore.....The Conway Co.
Baltimore.....Gomprecht & Benesch
Baltimore.....Kayes Dept. Store
Baltimore.....Krastell Furn. Co.
Baltimore.....Leimbach Furn.
Baltimore.....M. Shavitz & Son
Baltimore.....W. J. Werland Co., Inc.
Cambridge.....Feldman's Furn.
Cumberland.....E. V. Coyle Furn. Co.
Hagerstown.....McEwen Furn. Co.
Middletown.....Gladhill Furn. Co. Inc.
Pikesville.....Slutkin and Levine, Inc.

MASSACHUSETTS

Attleboro.....Atherton Furniture Co.
Boston.....Frank Ferdinand's, Inc.
Boston.....Jordan-Marsh Co.
Brockton.....Atherton Furniture Co.
Canton.....Connors Wayside Co.
Dedham.....Westwood Furniture Co.
Fall River.....Mason Furniture Co.
Fall River.....McWhirr Dept. Store
Lynn.....W. B. Gifford
Lynn.....Hill-Welch Co. Inc.
New Bedford.....C. F. Wing Co.
Northampton...McCallum's Dept. Store
Pittsfield.....Rice & Kelly
Springfield.....Forbes & Wallace
Springfield.....Proctor-Garmic, Inc.
Taunton...Bristol County Radio & Furn.
Taunton.....J. M. Wells
Three Rivers.....Tonor Furniture Co.
Waltham.....Jordan Furniture Co.
Ware.....Phoenix Furniture Co.
Worcester.....J. Grace, Inc.

MICHIGAN

Alma.....Trower Warehouse Furniture
Alpena.....Wakeford Furniture Co.
Ann Arbor.....Midwest Furniture Co.
Battle Creek.....Gustke & Son's
Battle Creek.....Ruble's, Inc.
Battle Creek.....Chas. E. Smith Furn.
Bay City.....Bishop-Young Furn. Co.
Bay City.....John A. See Furn.
Big Rapids.....Good Housekeeping Shop
Big Rapids.....Riverside Furn. Co.
Cadillac.....Kryger Furniture Co.
Caro.....Gunsell's, Inc.
Dearborn.....Daly Bros. Furniture
Detroit.....DeVoll Furn. & Cpt. Co.
Detroit.....J. L. Hudson Co.
Detroit.....Preuss Furniture Co.
Detroit.....Robinson Furniture Co.
Flint.....Flint Fireproof Whse.
Flint.....Flint Furniture Mart
Grand Rapids.....Bishop Furniture Co.
Grand Rapids..Columbian's Sample Furn.
Grand Rapids....Galewood Outfitting Co.
Grand Rapids.....Herpolsheimers
Holland.....DeVries & Dornbos Co.
Howell.....Beurmann Furniture
Iron Mt.....Douglas Furniture Co.
Iron River.....Jos. Selin Sons Co.
Ironwood.....Ben Gertz Furniture Co.
Ironwood.....M. Gertz Furniture Co.
Jackson.....Bishop Outfitting Co.
Joseph.....Troost Bros.
Kalamazoo.....Vermeulen Furniture Co.
Lansing.....Bishop Furn. Co.
Lansing.....Robinsons Furn. Co.
Ludington.....Keith Furniture
Marquette.....Tonella & Rupp, Inc.
Marshall.....E. B. More Furn. Co.
Menominee.....Plaskuch Furniture Co.
Midland.....Miller Furniture Co.
Monroe.....Floral City Furniture Co.
Mt. Clemens..Mt. Clemens Furniture Co.
Mt. Pleasant..Mt. Pleasant Hdwe. & Furn.
Muskegon.....Pine Street Furniture Co.
Muskegon Heights.....Vandervelde's
Norway.....David Asp Co.
Petoskey..Petoskey Housefurnishing Co.
Pontiac.....Lewis Furniture Corp.
Pontiac.....Miller Furniture Co.
Pontiac..Thomas Economy Furn. Co. Inc.
Port Huron.....Lay's Furniture Store
Port Huron..New Economy Furniture Co.
Port Huron....R. W. Spike Furniture Co.
Rockford.....Rockford Furniture Co.
Royal Oak.....Triangle Furniture Co.
Saginaw.....Art Sample Furniture Co.
Saginaw.....Herzog Furniture Co.
Saginaw.....Murphy & O'Hara Co.
Sault Ste. Marie.....Vanderhook & Co.
South Lyon.....McIntosh Furniture Co.
Sparta.....Sherry's Furniture Store
Sturgis.....Bigelow Furniture Co.
Three Rivers.....Mastercraft Furniture
Traverse City.....House of Furniture
Traverse City.....Wilson Furniture Co.
Watervliet.....Watervliet Furniture

MINNESOTA

Austin.....W. R. Earl Furniture
Blooming Prairie..Bl'g Prairie Furn. Co.
Blue Earth.....Quality Furniture Co.
Cloquet.....Stewart Furniture
Duluth.....Joel Bodine & Co.
Duluth.....Enger & Olson, Inc.
Duluth.....Freimuth's
Duluth.....Goldfine's, Inc.
Duluth.....Rudolph's Furniture
Evelethe.....Sagens Furniture
Faribault.....Landkamers
Humboldt.....Starner Furniture
Hutchinson.....H. A. Dobratz & Sons
Jackson.....Krause Furniture, Inc.
Keewatin.....H. Shuirman & Son
Minneapolis.....Billmans Furniture
Minneapolis.....Boyd's Furniture
Minneapolis.....Cody's Furniture
Minneapolis.....Community Furniture
Minneapolis.....The Dayton Co.
Minneapolis.....Economy Furniture
Minneapolis.....Garners
Minneapolis.....Mandel Furniture Co.
Moorhead.....Leo Johnson Furniture Co.
Mora.....Dresser Furniture
Owatonna.....Brick Furniture
Pelican Rapids.....Johnson Furniture
Red Wing.....Ferrin Co.
Red Wing.....H. A. Swanson & Sons
Rochester.....Andy's Furniture
St. Cloud.....Daniels Furniture
St. James.....Forster Furniture Co.
St. Paul.....Kerwins Furniture, Inc.
St. Paul.....Minnesota Furniture Co.
St. Paul.....Skogstrom Furniture
St. Paul.....Standard Furniture
St. Paul.....Weylands Furniture
Sauk Rapids....Sauk Rapids Hdwe. Co.
Staples.....Huff & Son Furniture
Thief River Falls.....Solheim & Overum
Truman.....E. E. Olson Furniture
Two Harbors.....Jac's Furniture
Virginia.....Ketola Furniture Co.
Wadena.....Homcrest Furniture
Winona.....Hillyer's Furniture
Worthington.....N. L. Hanson Furniture

MISSISSIPPI

Amory..McCutcheon-Banks Furniture Co.
Cleveland.....Levingston Furniture Co.
Gulfport.....Home Furniture Co. Inc.
Hattiesburg.....Sackler Furniture Co.
Hattiesburg.....Scovill Furniture Co.
Jackson.....Batte Furniture Co.
Jackson.....Everett Hardware Co.
Laurel.....Headrick's
Laurel.....Morrison Bros. Co.
Natchez.....Byrne Furniture Co.
Natchez.....Home Furniture Co.
New Albany.....Phyfer Furniture Co.
Ripley.....Pitner Furniture Co.
Tupelo.....W. H. Baker Furn. Co.
Tupelo.....W. E. Pegues
Tylertown.....Willis Furniture Co.
West Point.....Phyfer Furniture Co.
Wiggins.....Breazeale Furniture & App.
Yazoo City.....R. M. Middleton & Son

MISSOURI

Cape Girardeau..Excelsior Furn. & Music
Carthage.....Reynolds Hdwe. & Furn.
Kansas City.....Cousins, Inc.
Kansas City.....Davidson Furniture Co.
Kansas City.....Duff & Repp Furn. Co.
Kansas City...Emery-Bird-Thayer Co.
Kansas City.....Jones Store Co.
Kansas City.....Robt. Keith Co.
Kansas City.....Macy's
Kansas City.....Ramens Furn. Co.
Kansas City.....Raucks Furniture Co.
Kansas City.....Star Furniture Co.
Kansas City.....Yost Furniture Co.
Liberty.....George Bedinger Furniture
Louisiana.....Louisiana Furniture Co.
Maysville.....Gray Furniture
No. Kansas City..Davidson Furniture Co.
St. Joseph.....Herman & Son
St. Louis.....Fair Mercantile Co.
St. Louis.....Horne Furniture Co.
St. Louis....Knost-Bockwinkel Furn. Co.
St. Louis.....Stix, Baer & Fuller Co.
Sedalia.....McLaughlin Bros. Furn. Co.
Springfield.....Martin's
Warrensburg...McMeekin Furniture Co.

MONTANA

Billings.....Elliots, Inc.
Bozeman.....Gallatin Valley Furn. Co.
Bozeman.....Marshall Furniture Co.
Butte.....Christie Furniture Co.
Butte.....Rosenberg Furniture
Great Falls..Albrecht's Home Furnishings
Great Falls.....Barbers, Inc.
Haure.....Belland's Furniture Co.
Helena.....Grand St. Furniture Co.
Kalispell.....Kelly Furniture Co.
Missoula.....Missoula Mercantile Co.

NEBRASKA

Chadron.....Economy Furniture
Chadron.....Midwest Furniture Co.
Fairbury.....Harris Radio & Elec. Inc.
Fremont.....Kavich's
Fremont.....Von Pierce Furn. Co.
Grand Island....Payne-Larson Furn. Co.
Grand Island..S. N. Wolbach Son's, Inc.
Kearney.....Payne-Larson
Lyons.....Delwin F. Piper
McCook.....Rothmeier's
Norfolk.....Ballantyne's
Norfolk.....Kesting Furniture
Norfolk.....Matts Furniture
North Platte.....Goodman Edward's
North Platte.....Musselman's
Ogallada.....Nye Furniture
Omaha.....Nebraska Furn. Mart
Omaha.....Orchard & Wilhelm
Omaha.....Union Outfitting
Scottsbluff.....Economy Furniture Co.
Sidney.....Hardy-Clark Furn.
York.....Osborn's, Ltd.

NEW HAMPSHIRE

Manchester.....A. A. Mooney

NEW JERSEY

Asbury Park.....Steinbach Co.
Atlantic City.....M. E. Blatt Dept. Store
Atlantic City.....Hurley-Jones Co.
Atlantic City...Rosengard and Ginsburg
Bergenfield.....Ardsley Furn. Co.
Bridgeton.....I. W. Goldberg
Camden.....W. L. Hurley Co.
Cliffside Park.....The Maple House
Clifton.....Ben Rubin Furniture Co.
East Orange.....A. A. Wilson & Co. Inc.
Elizabeth.....McManus Bros.
Fords.....DuBrow Bros.
Freehold.....Silver's Furn. Store
Hackensack.....H. Plager & Son
Harrison.....Pfetter Furniture Co.
Irvington.....Elite Decorators
Jersey City.....Goodman Furniture Co.
Lakewood.....Wolpin's Furniture House
Millville.....R. B. Corsen Furn. Co.
Montclair.....Hampton House
Montclair...LaReine Furniture Co. Inc.
Montclair.....Thomas Wood & Son
Morristown.....Duway's, Inc.
Morristown...Marchower Furniture Co.
New Brunswick.....Dunn & Dunn
Newark.....Essex Unh. Co.
Newark.....Hahne & Co.
Newark.....Kresge Newark
Newton.....Luse & Luse
North Bergen.....Castle Furniture Co.
Oaklyn.....A. P. Davis Co.
Ocean City.....Brownlee
Orange.....Gold Furniture Co.
Orange.....David Palons & Co.
Paramus.....Nassau Furniture
Paterson.....Bograd Bros.
Paterson.....Keystone Furniture Co.
Paterson.....Scott & DePalma
Pennsgrove.....W. L. Hurley Co.
Plainfield.....Eber's Fine Furniture
Plainfield.....Miron
Plainfield.....Watchung Furniture Co.
Portland.....Meier & Frank Co.
Rahway.....Koos Bros.
Red Bank.....Sterling Furniture
Ridgewood..Ridgewood Rug & Furn. Co.
Riverside.....W. L. Hurley Co.
Rutherford...Hayman Furn. Stores, Inc.
Salem.....J. E. Hitchner & Son
Salem.....Kline's Furniture
Sea Girt.....Sea Girt Furn. Shop, Inc.
Shrewsbury..Frederick & Son Furn. Co.
Somerville.....Reuben Grane
Stratford.....Nehlig's Dept. Store
Teaneck.....Ronald Furniture Co.
Toms River.....The Economy Sales Co.
Trenton.....Doolittle and Allen Co.
Trenton.....Hoagland and Hollis
Trenton.....Hurley-Tobin Co.
Trenton.....H. Spiegel Fine Furn.
Trenton.....Swern & Co.
Union City.....Mueller's Inc. Furn.
Washington.....Ford Furn. & Carpet Co.
Westwood.....Parkview Furniture Co.
Woodbury.....South Jersey Furn. Co.

NEW MEXICO

Albuquerque....American Furniture Co.
Albuquerque.....Broom Furniture Co.
Albuquerque....Franciscan Maple Shop
Albuquerque....Standard Furniture Co.
Albuquerque.....West Furniture Co.
Carlsbad.....Wertheim Furniture Co.
Clovis.....Allen's Furniture Co.
Clovis.....Thompson Furniture Co.
Raton.....R. M. Smigelow Furn. Co.
Roswell.....Purdy Furniture Co.

NEW YORK

Albany.....Thomas A. Cusack, Inc.
Albany.....John B. Hall
Albany.....Abraham Swire Furn. Co.
Amsterdam..Grand Rapids Furn. House
Astoria.....Deag
Auburn.....Ronda, Inc.
Ballston Spa.....Ballston Furniture Co.
Batavia.....Batavia Furniture Co.
Batavia.....Max Pe
Bellemore, L. I.....H. E. Ronem
Binghamton.....Nelson El
Binghamton.....Joseph Bros. Inc.
Broadalbin.....S. Betor Fu
Bronx.....S. Blank, Fine Fu
Bronx.....Carolan Furniture C
Bronx.....Fascigliano
Bronx.....Furniture Mar
Bronx.....Maryland Bedding
Bronx.....Harry Mil
Bronx.....Oxford Furniture
Brooklyn.....Abraham & Straus
Brooklyn.....S. Bernstein's Sons
Brooklyn.....Brooklyn Salesroom
Brooklyn.....Cornell Furniture
Brooklyn.....Melody Furniture
Brooklyn.....Harry Wun
Brooklyn.....Namm's, I
Brooklyn.....Roman Furniture
Brooklyn.....Selwyn-Pomeroy
Brooklyn.....Sternua
Brooklyn.....Universal Furniture
Brooklyn.....Wernicks Furniture

CONTINUED ON BACK OF NEXT PAGE



For the first time—

you can match regular chairs with Folding CHAIRS

At last—you can provide extra seating for extra guests with *pride*, not apology! Now—for the first time—you can buy a set of matched chairs that includes companion folding chairs.

These ingenious, new folding chairs look just like regular-model Tell City Chairs . . . because they *are* exactly like them! Identical in form and finish and fabrics! Solid and sturdy . . . comfortable to your guests . . . and a delight to your decorating sense.

Make your home as gracious—*and as expansive*—as your hospitality. You'll find entertaining easier, more satisfying with an expandable-contractable set of matched Tell City Chairs. See them at your nearest Tell City Chair dealer!

When you extend your table—extend your seating

Why let the number of chairs in your dining set limit your hospitality? *Solve* your seating problems with these modern boons to easy homemaking by *Tell City!*

When you have extra guests—don't use makeshift chairs!

With new Tell City folding chairs, you *eliminate* the need for disturbing the charm of your decorating scheme . . . with the jarring note of misfit chairs from other rooms, other periods!







ON DISPLAY AT THESE DEALERS . . .

OR WRITE US FOR ILLUSTRATED FOLDER

★ Authentic designs ★ to match STANDARD Tell City Chairs


X-597

In these exciting, new folding chairs the authentic charm and craftsmanship of Duncan Phyfe styling is captured in *every* detail and feature. Each of the six designs available *(shown here)* matches its regular-model counterpart *exactly!* It's cut from the same pattern, out of the same fine-quality woods and fabrics.


X-4582


X-4548


X-4209NP


X-4932


X-4934

TELL CITY CHAIR CO.

DEPT. HB, TELL CITY, INDIANA



THESE FINE STORES FEATURE TELL CITY *Folding* CHAIRS

TURN BACK ONE PAGE FOR THE COMPLETE STORY ON THIS NEW IDEA IN HOME FURNISHINGS

NEW YORK - Continued

Buffalo.....The Kayser Furn. Co.
Buffalo.....Mendleson's
Buffalo.....Rung Bros.
Buffalo.....Select Furniture Co.
Buffalo.....Swados Furn. Dept. Store
Buffalo.....Woodside Furniture Store
Canajoharie.....Conover's
Canastota.....M. E. Newberry & Sons
Canastota.....E. F. Schepp & Son
Carthage.....N. L. Campany Co.
Clark Mills...Harrison Furn. Salesrooms
Cortland.....Ticknor Furniture Co. Inc.
Earlville.....Amos E. Beecher
Elmira.....Edgcomb's
Far Rockaway, L. I....Newery Furniture Co.
Forest Hills, L. I.....Leo Bogin
Forest Hills, L. I...Wm. Warner Furn. Inc.
Fort Johnson.....Sweetstone, Inc.
Fort Plain.....Scholet Furniture Co.
Fredonia.....Terwilliger & Salzer
Fulton.....J. R. Sullivan, Inc.
Glens Falls.....Glendale Furniture Co.
Glens Falls.....Wilmarth & Son
Gloversville.....Livingston's
Gowanda.....Campbell's Furniture
Grand Island...Gr. Isl. Wayside Furniture
Greenwich.....John D. Ryan
Hempstead, L. I.....John A. Schwarz
Herkimer.....Rush Furniture Co.
Huntington Sta...Aronson Furniture Co.
Ilion.....Best Appliance & Furniture
Ithaca.....Rothschild Bros.
Ithaca.....Zion's Furniture
Jamaica-Flushing L. I.....B. Gertz Inc.
Jamaica.....Jamaica Furniture Exchange
Jamestown.....Benson Furniture Co.
Johnstown.....Morris Feldman Corp.
Latham.....Sharlet's
Liberty.....Appliances & Furn. Inc.
Little Falls.....B. Feldman & Sons
Little Neck, L. I....Little Neck Furn. Co.
Liverpool.....Holton & Hertig
Middle Village, L. I....Arion Furn. House
Middletown.....J. H. Hait Furniture Co.
Mineola, L. I.....Gensel's Inc.
Moders.....Monette Furniture
Mt. Morris.....Mt. Morris Furn. Co.
Mt. Vernon.....Canterbury House
Mt. Vernon.....Ceo. Fennells & Co.
Newburgh.....Burger's
Newburgh, John Schoonmaker& Son,Inc.
New Hartford.....F. Wanamaker & Son
New Rochelle.....Mallary, Inc.
New Rochelle.....Neptune Furniture Co.
New Rochelle.....Packard Frank
New York.....Bloomingdale Bros.
New York.....Cahill & Barros
New York.....Robert W. Caldwell Inc.
New York.....Dorn & Smokler
New York.....Flor O Gold Corp.
New York.....Georges Fine Furniture
New York.....Gimbel Bros.
New York.....Hearn Dept. Store
New York...George I. Kempler Co. Inc.
New York.....Kurt Kraus, Inc.
New York.....I. McCreery & Co.
New York, New York Furn. Exhibit Corp.
New York.....Peck & Hills Furn. Co.
New York.....Nathan Poletman
New York.....Irving Rosh
New York.....Stern Bros.
New York.....A. H. Stiehl Furniture Co.
New York.....John Wanamaker
Niagara Falls.....Best Bros. Inc.
Niagara Falls....Highland Furniture Co.
Niagara Falls.....Harry Pugrant
Odessa.....Cotton & Hanlon
Oedensburg.....Hess Furniture Co. Inc.
Olean.....Bradner's Dept. Store
Olean.....Grecke's
Oneonta...Baggs Wayside Furniture Co.
Oneonta...Bresee's Oneonta Dept. Store
Oswego.....Browne-Davis
Patchogue.....Bert Lansman & Son
Pattersonville...Pattersonville Furn. Co.
Peekskill.....B & F Furniture Co.
Peekskill.....James J. Vaughey, Inc.
Phelps.....Eacker & Ridley
Plattsburgh.....Ames Furniture Co.
Port Chester.....Weiss Furniture Co.
Port Jervis.....Levin Furniture Co.
Poughkeepsie.....Flo's Furniture
Poughkeepsie.....George Schlude's Son
Queens Village, L. I.....Hellrick-O'Dwyer
Richmond Hill.....American Bedding
Rochester.....Abate & Sapere Furn. Co.
Rochester.....Becker Market
Rochester.....Burke Furniture Co.
Rochester.....Flanigan Furniture Co.
Rochester.....Lauer Furniture Co. Inc.
Rochester.....Harry T. Manguran Inc.
Rochester.....McCurdy & Co.
Rochester...North Side Furniture House
Rochester.....Prince Furn. & Cpt. Co.
Rochester.....Schulman Furniture Co.
Rochester.....Weis & Fisher
Rockville Centre.....David Mann
Salamanca.....Hunt Furniture Co.
Saranaca.....G. Carver Rice
Saratoga Springs...Standard Furn. Store
Saratoga Springs...E. D. Starbuck & Co.
Schenectady.....Wallace's
Schuylerville.....Quality Manor
Seneca Falls...Moore Furniture Co. Inc.
Syracuse.....C. E. Chappell & Sons
Syracuse.....Dey Bros.
Syracuse.....I. Fleischman & Sons
Syracuse.....Markson's
Syracuse.....Sagenkahn Furn. Galleries
Ticonderoga.....Kirby Wilcox
Tonawanda.....R. A. Fitrel
Troy.....Ben Katz Inc.
Utica.....Graziano Furn. Store
Utica.....Payne Furniture Co.
Utica.....Ribyal Bros.
Utica.....Chester Sitrin
Utica.....J. B. Wells & Son
Valley Stream.....Davids Furniture Co.
Valley Stream.....Roman Furniture Co.
Walden.....T. L. Millspaugh Furn. House
Watertown.....Frank A. Emosa
Watertown.....Household Merch. Inc.
Watertown.....Markson's
Watkins Glen....LaMoreaux Furn. Store
Wellsville.....Anton Appl. & Furn.
West New Brighton, L. I....Fan Furn. Co.
Westfield...Westfield Wayside Furniture
White Plains...Gold Ribbon Furniture Co.
Woodhaven, L. I.....J. Klugman

NORTH CAROLINA

Asheville.....Pearlman's
Durham.....Mack's Furniture Co.
Goldsboro.....Creech's, Inc.
Goldsboro....Sol Isaacs-George Gasteen
Hamlet.....Stewart Gordon Furn. Co.
Hendersonville...Brunson Furniture Co.
High Point.....Bloom Furniture Co.
High Point.....Rose Furn. Co.
Jacksonville.....Lumpkin Furn. Co. Inc.
Kinston.....Baker Furniture Co.
Monroe.....Harris Furniture Store
Morehead City...Eastman Furniture Co.
New Bern.....Turner-Tolson Furn.
Pine Level.....Jones Bros.
Raleigh.....Bashford & Mann Furn. Co.
Raleigh.....W. E. Cooper Furn. Co.
Raleigh.....R. E. Quinn Furniture
Roanoke Rapids....Taylor Furniture Co.
Rocky Mount.....Enterprise Furn. Co.
Smithfield.....Home Furn. & App. Co.
Statesville.....Blackwelder Furn. Co.
Wallace.....Z. J. Carter & Son
Wilson.....R. E. Quinn & Co.
Winston-Salem,Colonial Furniture Shops

NORTH DAKOTA

Bismarck.....Bowman Furniture
Crosby.....Crosby Furniture
Devils Lake.....Goldbergs Furniture Co.
Dickinson.....Schilla Hdwe. & Furn.
Enderlin.....Enderlin Home Furnishings
Fargo.....Bergstrom & Crowe
Fargo.....Levitz Furniture Co.
Hankinson.....The Wipperman Co.
Jamestown.....Eddy Furniture
Minot.....Tollefson Furn. Mart
Minot.....Voeller Furniture
Napoleon.....Wentz Furniture Co.
Oakes.....Pederson Furn. Co.
Valley City.....Hub Furn. Mart
Wahpeton.....Vertin Furniture Co.

OHIO

Akron.....Robert L. Hunker
Akron.....M. O'Neil Co.
Akron.....Palmer Furn Co.
Alliance.....Cope Furn. Co.
Archbold.....Short Furn. Co.
Ashland.....H. N. Vandsdall & Bro.
Ashtabula.....Carlisle-Allen Co.
Ashtabula.....Ducro Furn. Co.
Baltimore.....L. L. Trout
Barberton.....C. Weigan
Bellville.....Myers Furniture Co.
Caldwell.....McVay Funeral Home
Cambridge.....J. G. Bair Co.
Canal Fulton.....Finefrock Bros. Co.
Canton.....Cleveland Ave. Furn. Co.
Canton.....Worth C. Myers
Carey.....Bernard's
Centerburg.....McCallas
Cincinnati.....The Alms & Doepke Co.
Cincinnati.....H & S Pogue Co.
Cincinnati.....John Shillito Co.
Cincinnati.....Smith Furn. Co.
Cincinnati.....Solway's Furn. Co.
Cleveland.....Banks Furn. Co.
Cleveland.....J. L. Goodman Co.
Cleveland.....A. Grdina & Son
Cleveland.....Harold Furniture Co.
Cleveland.....The Higbee Co.
Cleveland.....Konrad Furniture Co.
Cleveland.....Kronheims
Cleveland.....Mantels
Cleveland.....The May Co.
Cleveland.....Reidy Bros. Co.
Cleveland.....Seidman Furn. Co.
Columbiana.....William B. Miller Co.
Columbus.....Brown Furniture
Columbus.....W. S. Carlile & Son Co.
Columbus.....Echenrode Furn. Co.
Columbus.....Jacobs Co.
Columbus.....White's Furn. Inc.
Columbus Grove.....Hartman Sons
Dayton.....Jack Ames Furn. Co.
Dayton.....Harry Kaib Furn. Co.
Dayton.....R. L. Norris
Delaware.....The Blair-Kelley Co.
Delphos.....Beckman's
Delphos.....Westrich Store
Delta.....Hines & Baker Furn. Store
Duncan Falls...Clyde E. Thompson Furn.
Elyria.....Fox Furniture
Findlay.....The Trout Furn. Co.
Fostoria.....Carr's Furniture
Galion.....Willard Logan Furn.
Geneva.....Barnard Bros. Furn.
Hamilton.....Home Furniture Co.
Hamilton.....Geo. Krebs Sons
Hebron.....Besanceney Furn. Co.
Hicksville.....Ray's Furniture
Hicksville.....Schilb's
Kenton.....Jennings Furn. Store
Lancaster.....C. H. King's, Inc.
Lima.....Olhe Bahlker
Lima.....Gus Holstine Dry Goods Co.
Lima.....Vogue Furniture Co.
Lisbon.....Dorrance Furniture Co.
Lorain.....Reidy-Scanlan Company
Louisville.....Paquelet Furn. Co.
Mansfield.....Charles Schroer Co.
Mansfield.....Tucker Furniture Co.
Maple Heights...Maple Hts. Appl. & Furn.
Marion.....City Furn. Mart
Massillon.....C. O. Finefrock
Massillon.....Waltamath Furn. Co.
Middletown.....The J. Carpel Furn. Co.
Milford.....Larry Conover Furn. & Appl.
Mt. Vernon.....The Rudin Co.
New Philadelphia....The Linn-Hert Co.
N. Canton.....Lewis & Greenho
Norwalk.....Jennings Furn.
Ottawa.....Wm. Gulker & Co.
Painesville.....Bitzer Furniture Co.
Pandora.....Lehman Furn. Co.
Payne.....Gauls-Elec. & Furn. Store
Pemberville Nieman-Beckman Furniture
Salem.....The Arbaugh Co.
Sandusky.....J. Braunstein Inc.
Sandusky.....Herman's Furn. Inc.
Sandusky.....Mackay Furn. Co.
South Charleston.....Gilbert's
Springfield.....Atherton's, Inc.
Springfield.....Peoples Outfitting Co.
Sterling.....Maibach's
Sugarcreek.....Andress Furn. Co.
Tiffin.....Ewald Furn. Co.
Toledo.....Art Furniture Co.
Toledo.....Bondy Furn. Co.
Toledo.....Chester R. Crane Co.
Toledo.....Ideal Furn. Co.
Toledo.....Johnson Bros. Furn. Co.
Toledo.....Lamson Bros. Co.
Toledo.....LaSalle & Koch Co.
Toledo.....Toledo Off. Equipment Co.
Toledo.....Walker Furn. Co.
Toledo.....Wendover Furn. Shop
Vandalia.....Vandalia Furn. Co.
Van Wert.....Balyeat Furn. Co.
Wadsworth.....Spitzer Furn. Co.
Waldo.....Groll Furn. Co.
Wapakoneta.....Auelaize Outfitting Co.
Warren.....Bolotin Furn.
Warren.....Griswold's
Wauseon.....Radolph Furniture Co.
Wellston.....E. E. Chambers Co.
Westerville.....Carter Furn. Co.
Westlake.....Johnson Wayside Furn.
Willshire..Stucky Hatchery & Furn. Store
Woodville.....Ken's Furniture
Wooster.....McIntire Co.
Youngstown.....Penner Furn. Co.
Youngstown.....Schenley Furn. Co.
Zanesville.....Henneberg Furn. Co.

OKLAHOMA

Ada.....Perry & McGee Furn.
Altus.....Garrett & Herron Furn.
Ardmore.....C. P. Hall Furn.
Ardmore.....B. D. Owens Furn. Co.
Bartlesville.....Bartlesville Furn. Co.
Bartlesville.....Hait Furniture Co.
Bartlesville.....Piner Furn. Co.
Chandler.....Art Lettingwell Home Furn.
Clinton.....O. K. Furniture Store
Cushing.....Price Furniture Co.
Drumright.....Miller Hardware & Furn.
El Reno.....Brinkley Furn.
El Reno.....Jones Furn. Co.
Enid.....Clinesmith Furniture
Enid.....Denton-Newell
Enid.....Gorton Furniture
Enid.....Stramp Furniture Co.
Frederick.....Gish Furniture Co.
Hooker.....Matt's Furn.
Lawton.....Popular Furn. Co.
Midwest City.....Midwest Furn. Inc.
Norman.....Brinkley Furn. Co.
Norman.....Landsaw Furn. Co.
Oklahoma City.....John A. Brown Co.
Oklahoma City..James A. Cullimore & Co.
Oklahoma City.....McCandless Furn.
Oklahoma City..O. K. Furniture & Rug Co.
Oklahoma City..Sappington-Hickman Co.
Okmulgee.....McIntire Furn. Co.
Okmulgee.....C. C. Smith
Ponca City.....Martin Furniture Co.
Ponca City.....Glenn Paris & Sons
Sapulpa.....Gilliam & Harris Furn. Co.
Sapulpa.....Hanna Furn. Co.
Sayre.....Garrett & Moss Furn. Co.
Shawnee.....Brown Furniture Co.
Shawnee.....Clark-Dowdy Furn.
Shawnee.....Perry & McGee Furn.
Shawnee....Kib Warren Hdwe. & Furn.
Stillwater.....Empire Furniture
Stroud.....Mondays Furn. Store
Tulsa.....Chears Furn.
Tulsa.....Dedmon Furniture Co.
Tulsa.....Dickason-Goodman Lbr. Co.
Tulsa.....Faulkner Furniture Co.
Tulsa.....Mayo Furniture Co.
Tulsa.....Shannon Furniture Co.
Tulsa.....Tulsa Auction Co.

OREGON

Eugene.....Rubensteins
Klamath Falls.....Klamath Furn. Co.
Medford.....Bush Home Furn. Co.
Portland.....Directors Furn. Co.
Portland.....Edwards Furn. Co.
Portland.....Gevurtz Furn. Co. Inc.
Portland.....Lipman Wolfe & Co.
Portland.....Meier & Frank Co.
Portland.....Tarlow's of Htw.
Salem.....Gevurtz Furn. Co.

PENNSYLVANIA

Allentown.....C. A. Dorney Furn. Co.
Allentown.....Hess Bros.
Allentown.....Miller Furn. Co.
Altoona.....Stultz-Fuller, Inc.
Altoona.....Woll Furn. Co.
Ambler.....Ambler Furn.
Ardmore.....Furniture Inn
Arnold.....W. R. Gott
Beaver Falls.....W. H. Gross Furn. Co.
Bellefonte.....Brachbill's
Bethlehem.....Miller's Furn. Co.
Braddock.....Ohringer Home Furn. Co.
Bradford.....Abe Yasgur
Bryn Mawr.....Hobson and Owens
Butler.....eo. Kelterer
Chester.....Tollins
Clarion.....Keefer's Wayside Furn.
Claysburg.....H. Ross Wees
Clearfield...Leitzinger Bros. Dept. Store
Connellsville.....Sam Levin Furn. Co.
Conshohocken....Light-Parker Furn. Co.
Downington.....Murphy's Furn. Store
Easton.....Wm. Laupach & Son
Easton.....Lauter's Co.
Easton.....Lipkin's Furn.
Erie.....Epp Furn. Co.
Erie.....Reliable Home Furn. Co.
Esterly.....John F. Lutz, Inc.
Farrell.....Myer Frank
Farrell.....Northside Furn. Co.
Franklin.....Jones Furn. Co.
Harrisburg.....burns & Co.
Harrisburg.....M. Lee Goldsmith
Harrisburg.....Jacob Miller, Inc.
Harrisburg.....Pomeroy's
Hathoro.....Gamburg Furniture
Hazleton.....Mrs. E. Reinhart's Sons
Jenkintown.....Russel Smith
Johnstown.....Penn Traffic Co.
Johnstown.....Swank Hdwe. Co.
Kane.....Zass Furn. Store
Lancaster.....Watt and Shand
Lancaster..Westenberger-Maley & Myers
Lansford.....Bright-Stores, Inc.
Lebanon.....P. H. Thompson Sons
Lewistown..Hugh B. McMeen & Son, Inc.
Masontown.....Reliable Furn. Co.
McKeesport.....Hirshberg's
McKeesport.....R. E. Kaplan
Meadeville.....John J. Shryock Co.
Media.....Georg Bloom
Media.....Snowden's, Inc.
Millvale.....Jerry Kitman
Monessen.....John G. Check Furn. Co.
Montrose.....Lee's Furn. Store
Myerstown.....Rahney Furn. Store
Nanticoke.....Schwartz Furn. Stores
Nescopeck..Domestic Sales and Service
New Castle.....Miller Furniture Barn
New Kensington....Myers Furniture Co.
New Kensington..Peoples Furniture Co.
Norristown.....B. E. Block Bros. Inc.
Norristown.....McLaughlin's
North East.....Seiferts House of Furn.
Philadelphia.....Carson Bros.
Philadelphia.....H. Cline Furn. Co.
Philadelphia.....A. A. Cohen
Philadelphia.....L. H. Conlen Sons
Philadelphia.....John DePalms
Philadelphia.....Fuld Furniture Co.
Philadelphia.....Gimbel Bros.
Philadelphia..M. Grass & Son
Philadelphia..Wm. Greenwood Furn. Co.
Philadelphia....Hardwicks & Magee Co.
Philadelphia.....Hersh's Furn.
Philadelphia.....Lit Bros.
Philadelphia.....McGinnity & Murta
Philadelphia.....S. John Page
Philadelphia....Pennsylvania Furn. Co.
Philadelphia.....Richmond Supply Co.
Philadelphia.....Rosenthals
Philadelphia.....J. N. Schaeffer Co.
Philadelphia.....Selwyn Furniture Co.
Philadelphia.....N. Snellenberg Co.
Philadelphia....Strawbridge & Clothier
Philadelphia.....John Wanamaker
Philadelphia.....M. Weiss and Son
Philadelphia.....Horace Wilson
Phoenixville.....A. C. Bishop Store
Phoenixville.....McCartalher Bros.
Pittsburgh.....Boggs & Buhl
Pittsburgh.....Colonial Art Furn. Co.
Pittsburgh.....Gimbel Bros.
Pittsburgh.....Hahn Furn. Co.
Pittsburgh.....Joseph Horne Co.
Pittsburgh.....A. J. Knoblauch
Pittsburgh.....Karry Krupp
Pittsburgh.....Rosenbaum's
Pittsburgh.....United Furn. Co.
Pittsburgh.....Ed Werner - Donaldson
Pottstown.....The Wilke - Rich. House
Pottsville.....L. Hummel's Sons
Punxsutawney...Singleton's Furn. Store
Reading.....Pomeroy's
Reading.....B. J. Smith Showroom
Reading.....C. K. Whitner Co. Inc.
Red Lion.....Zarfos Furn. Store
Scranton.....Cleland-Simpson Co.
Scranton.....Kaplan's
Scranton.....Stoehr & Fister
Shamokin.....R. Guinan & Co.
Sharon.....Town & County Furn. Shop
Sunbury.....W. C. Dunkelberger
Tarentum.....A. J. Friedman & Sons
Troy.....Card's Furn. —Floor Cov.
Uniontown.....Peoples Furniture Co.
Washington.....Sharp's Furniture Store
Wellsboro.....Davis Furn.
Wilkes-Barre.....Brayman Furniture
Wilkes-Barre.....Empire Furniture Co.
Wilkes-Barre.....Fowler, Dick & Walker
Wilkinsburg.....Faller Furn. Co.
York.....Colony House
York.....S. Grumbacker & Son
York.....Gehley's Carpet House

RHODE ISLAND

Providence.....Cladding's, Inc.
Providence....Joseph Marcus Furn. Co.
Providence.....Rotman and Son, Inc.

SOUTH CAROLINA

Abbeville.....Hawthorne Bros.
Anderson.....Rustin Furniture Co.
Anderson, Town & Country Furn. Shoppe
Columbia.....Hamm & Wise Furn. Co.
Columbia.....Rustin Furniture Co.
Florence.....Rainwater Furniture Co.
Florence.....Tyler Furniture Co.
Greenville.....Old Colony Furniture Co.
Hemingway.....Stucky Bros.
Mullins.....Lindy's
Prosperity.....Prosperity Furniture Co.

SOUTH DAKOTA

Aberdeen.....Aberdeen Furn. Studio
Aberdeen.....Hay Furn.
Aberdeen.....The Malchow Co.
Aberdeen.....Pfeiffers
Beresford.....V. J. Voegeli—Furniture
Canton.....Anderson & Son Furn.
Emery.....J. J. Hofer & Sons Furn.
Faulkton.....Sorum Furn.
Lemmon.....Peterson Imol & Furn.
Marion.....Yopp Furn.
Pierre.....Pierre Furn.
Rapid City.....Behrens Furn. Store
Rapid City.....Dusek's
Redfield.....Coleman & Son
Sioux Falls.....Donahues
Sioux Falls.....Farmers Market
Sioux Falls.....G & G Rug Co.
Sioux Falls.....Johnson's, Inc.
Sioux Falls.....Main Furniture
Watertown.....Herbergers
Webster.....Friksdal Furniture
Yankton.....VanDerhule Furn. Mart

TENNESSEE

Athens.....McMinn Furn. Co.
Bristol.....Louis Sterchi Furn.
Chattanooga.....Miller Bros. Co.
Chattanooga.....Summers Furn. Co.
Chattanooga.....Wertheimer Furn. Co.
Clarksville.....Brenner Furn. Co.
Cleveland.....Abel Hardware Co.
Etowah.....Rule Furn. Co.
Fayetteville.....Towry Furn. Store
Gallatin.....Suddarth Furniture Co.
Knoxville.....Edelen Furniture Co.
Knoxville.....Haun & Co.
Knoxville.....Lester Maxwell Furn. Co.
Knoxville.....W. W. Woodruff
London.....Greer Hardware Co.
Madison.....McClures Stores, Inc.
Memphis.....Donald Furn. Co., Inc.
Memphis.....Sam Fortas Hsfg. Co.
Memphis.....Howard Graham Co. Inc.
Memphis.....Moss Furn. Co.
Murfreesboro.....Freeman Furn. Co.
Nashville...Castner-Knott Dry Goods Co.
Nashville.....Home Furn. Co.
Old Hickory.....McClures Stores, Inc.
Shelbyville.....Hoover Furn. Co.
South Pittsburgh.....J. B. Rogers & Co.
Springfield.....Henry & Bell
Tullahoma....Rollins & Levan Furn. Co.
Waynesboro.....Parker Furn. Co.
Winchester.....Electrical Appl. Co.

TEXAS

Abilene.....Waldrop Furniture Co.
Alice.....Davis Furniture Co.
Amarillo.....The Cosmopolitan, Inc.
Amarillo.....The Harris Co.
Amarillo.....Frank Heath Furn.
Amarillo.....Heath Furn. Co.
Amarillo.....Sell-Rite Furniture Co.
Amarillo.....Southern Furniture
Amarillo.....V. L. Taylor & Co.
Angleton.....Hudeck Bros. Furn.
Austin.....Bridges Furniture Co.
Austin.....Cabaniss-Brown, Inc.
Austin.....Karotkin Furn. Co.
Bay City.....Gibbs Furn. Store
Beaumont.....Reliable Furn. Co. Inc.
Bellaire.....Bellaire Furn. Studio
Bowie.....Stephens Furn. Co.
Brownwood.....Texas Furniture Co.
Clarendon.....Frank Heath Furn.
Cleveland.....Thomas Furniture Co.
Corpus Christi.....Allen Furniture Co.
Corpus Christi....Braslau Furniture Co.
Corpus Christi.....The Cantwell Co.
Dallas.....Anderson Furn. Co.
Dallas.....Mary Bonner Furn. Co.
Dallas.....E. M. Bush Furn. Co.
Dallas.....Dougherty Furn. Co.
Dallas.....Frank Duff-Lillard
Dallas.....Duffeys Furniture
Dallas.....Hart Furn. Co.
Dallas.....Highland Furn. Co.
Dallas.....Lake Park Furn. Co.
Dallas.....The Olives, Inc.
Dallas.....Osburn Furn. Co.
Dallas.....Rick Furniture Co.
Dallas.....Simon's-Langford
Dallas.....Smith Furn. Co.
Dallas.....Tallent's Furniture Store
Denison.....Household Furn. Co.
Denton.....Schmitz Furn. Co.
Donna.....Donna Furniture Co.
El Paso.....American Furniture Co.
Ft. Worth.....Ellison Furn. & Cpt. Co.
Ft. Worth.....Poindexter Furn. Co.
Ft. Worth.....W. C. Stripling Co.
Gainesville.....Tanner Furn. Co.
Galveston.....Plantowsky's
Hillsboro.....Buie's Furn. & App. Co.
Hillsboro.....Burleson Furn. Co.
Houston.....Black Bros. Co.
Houston.....G. A. Stowers
Houston.....Taylor Furn. Co.
Houston.....Waddells Colonial Shop
Houston...Waddells Housefurnishing Co.
Kenedy.....Rackley Furn. Co.
Kerrville.....Geo. B. Miller Furn.
Kingsville.....Allen Furniture Co.
Lampasas.....Lampasas Furniture Co.
Longview.....McWilliams
Lubbock.....Heath Furniture Co.
Marlin.....Roppolo's
Mason.....Reichenau Furn. Co.
McAllen.....Strouds Home Furnishings
McKinney.....Johnson Furn. Co.
Midland.....Owens Bagwe.l
Midland.....Hanks Furn. Co.
Nacogdoches..Shepard Furn. & App. Co.
New Braunfels.....Eisenberg Furn. Co.
Odessa.....Casteveren Furn. Co.
Odessa.....Page Furn. Co.
Pampa.....Texas Furniture Company
Paris.....Cox Furn. Co.
Paris.....Ordway Furniture Co.
Perryton.....Perryton Furniture
Plainview.....Heath Furniture Co.
Plainview.....Murrell Furniture Co.
Plano.....E. O. Harrington
Port Arthur.....Hampton Furn. Stores
Port Arthur.....Mandel Furn. Co.
Port Arthur...Port Arthur Furn. & Appl.
San Angelo.....Jeffus Furniture Co.
San Angelo...Robert Massie Furn. Co.
San Angelo.....Williams Furn. Co.
San Antonio.....Empire Furn. Co.
San Antonio.....Fawcett Furn. Co.
San Antonio.....Karotkin Furniture Co.
Seguin.....Starcke Furniture Co.
Sherman.....The Peveto Co.
Sweetwater...Wright Hdwe. & Furn. Co.
Temple.....Reliable Furn. Co.
Texarkana.....Momon Furniture Co.
Tyler.....Broadway Furniture Co.
Tyler.....Swann Furniture Co.
Tyler.....Tyler House Furn. Co.
Victoria.....Modern Appliance Co.
Waco.....Clifton-Simpson Hdwe. Co.
Waco.....R. T. Dennis & Co. Inc.
Waco.....Stratton-Stricker
Waco.....Watkins Furniture Co.
Waxahachie.....Pierce & Co.
Waxahachie.....Scott Furniture
Weatherford.....Cotten-Bratten Co.
Wharton.....Wharton Furniture Co.
Wichita.....E. F. Riley Furn. Co.

UTAH

Bountiful.....Union Furniture Co.
Salt Lake City.....Axelrad Furn. Co.
Salt Lake City.....J. Eldredge
Salt Lake City.....Granite Furn. Co.
Salt Lake City.....South East Furn. Co.
Salt Lake City.....Standard Furn. Co.
Spanish Fork.....M. R. Taylor

VIRGINIA

Alexandria.....Barnes & Kimel
Alexandria.....Frank Michelbach, Inc.
Arlington.....Barnes & Kimel
Arlington..Miller & Wrenn Furn. Co., Inc.
Berkley.....Louis Legum Furniture
Brookneal.....C. E. Stephens Furn. Co.
Buchanan.....Edwards Furn. Corp.
Chase City.....Chase City Dept. Store
Danville.....Bledsoe Furniture Co.
Danville.....Clements & Parker
Falls Church.....Barnes & Kimel Co.
Fredericksburg...E. C. Ninde Furn. Co.
Hampton.....Brittingham Furniture Co.
Hampton...H. M. McMillan Furn. Store
Lyncnburg.....Mc.ehee Furniture Co.
Marion.....Porter Furniture Co.
Mathews.....Mathews Furn. Co.
Newport News..J. H. Bell Furn. Co. Inc.
Newport News....Greene Furniture Co.
Norfolk.....Economy Furniture Co.
Norfolk.....Ford's Furniture, Inc.
Norfolk.....Furniture Fair
Norfolk.....Virginia Ugh Furn. Co.
Onancock.....J. M. Watson Co. Inc.
Pearisburg.....R. M. Ingram Furniture
Portsmouth.....E. Otto Crawford
Richmond.....Butterworth Furn. Co.
Richmond.....Kenneth Lord Furn. Shop
Richmond.....Peoples Furniture
Richmond.....D. S. Rothenberg & Sons
Richmond.....Bernard Siegel Furn. Co.
Richmond...H. W. Templeman Co., Inc.
Roanoke.....Cawley & Scott, Inc.
Salem.....Salem Furniture Co.
Staunton.....White Furniture Co.
Verona.....Ford's Finer Furniture
Virginia Beach.....Camp Furniture Co.
Virginia Beach..Phillips Furn. & Beddin
Williamsburg.....Casey's, Inc.

WASHINGTON

Everett.....Goldberg Furniture Co.
Midway.....V. C. Barcla
Seattle.....Grinnell & Mclea
Seattle.....Grunbaum
Seattle.....Nicholson's Furn. & App.
Seattle.....Prottas & Levi
Seattle.....Rhodes Dept. Store
Seattle.....Standard Furn. Co.
Spokane.....Ashman Furn.
Spokane.....Barclay & Brown, Inc.
Spokane.....Spokane Dry Goods Co.
Spokane.....Tull & Gibbs
Tacoma.....Rhodes Bros.
Tacoma.....L. Schoenfeld & Son
Yakima.....Nashem Furniture Co.

WEST VIRGINIA

Bluefield.....Bluefield Furniture Co.
Charleston.....Freeland Furniture Co.
Charleston..Woodrum's Home Outfittin
Fairmont.....Bell Furniture Co.
Fairmont.....J. M. Hartley & Son Co.
Huntington.....Butler Furniture Co.
Huntington....Dickinson Bros. Furn. Co.
Huntington.....Huntington Dry Goods
Morgantown.....O. J. Morrison Co.
Parkersburg...Goldenhersh Furniture Co.
Parkersburg.....Reps Furniture Co.
South Charleston....McClung & Morgan
Wheeling.....Cooey-Bentz Co.
Williamson.....Persinger Supply Co.

WISCONSIN

Antigo.....Soman & Bradley Co.
Appleton...Brettschneider Furniture Co.
Appleton.....Wichmann Furn. Co.
Ashland.....Robert Oren & Co.
Baraboo.....Kingsford Furn. Co.
Baraboo.....Ploetz Furniture Co.
Beaver Dam.....Breise Co.
Beaver Dam.....McKinstry-Yauma
Beloit.....Fourth St. Store
Beloit.....Standard Furniture
Beloit.....Macoy's Furniture
Black Creek.....Burdick Furniture Co.
Bloomer.....Farmers Store Co.
Bloomington.....Metcalfe
Boscobel.....Thoni and Ru
Brodhead.....Pierce Furniture Ma
Burlington..J. Schuette Furn. & Und. Co.
Cassville.....Eckstein Furn. Store
Chippewa Falls.....C. A. Pregent Co.
Depere.....Schumerth & Co.
East Troy.....Helser Furniture Ma
Eau Claire.....Farmers Store Co.
Eau Claire.....Hansen Furniture Co.
Elm Grove.....Bluemound Furniture Co.
Elroy.....Mueller Furn. Sto
Fond du Lac.....Kremer Bro
Ft. Atkinson.....Bartlet Furn. Co.
Green Bay.....Decker Furnitu
Green Bay.....H. C. Prange Co.
Green Bay.....Schauer & Schumach
Janesville.....Cain-Ashcraft Co.
Kendall.....E. G. Smith Furn. Co.
Kenosha.....Barr Furniture Ma
Kenosha.....Bobusch Furn. Co.
Kenosha.....Hafkin Style Thrift Fur
Kenosha.....Peltier Furniture Co.
Kewaskum.....Millei
Kiel.....C. J. Meisel
LaCrosse.....Boyer, In
LaCrosse.....Wm. Doerflinger Co.
LaCrosse.....Stetten Furn. Co.
Lancaster.....Harris-Wegle
Luxemburg.....McMahon
Madison.....Badger Furn. Co.
Madison.....Black Furniture Co.
Madison.....Cain Ashcraft Co.
Madison.....Frautschi's, In
Madison.....Skelton Furn. Co.
Madison.....Suburban Furn. Co.
Madison.....Town & Country Rugs
Madison.....Wiedholz Furn. & Uph. Co.
Marinetta.....Globe Hsfg. Co.
Marschfield.....D & R Furniture Mart
Marschfield.....Swanson's Furniture
Menasha.....Menasha Furniture Co.
Middleton.....Gruber Furnitu
Milwaukee.....American Furniture Co.
Milwaukee.....Atlant Furn. Co.
Milwaukee.....Block-Daneman Co.
Milwaukee.....Brill Furniture Co.
Milwaukee.....Community Stores, In
Milwaukee.....Donath Furniture Co.
Milwaukee.....E. Eggert & Son
Milwaukee.....Hebenstreit Furn. Sho
Milwaukee.....Hermax Furniture Co.
Milwaukee.....Hilbert Furniture Co.
Milwaukee...Hinnricks Furn. & Carp. Co.
Milwaukee.....Klode Furniture Co.
Milwaukee...Kosciuszko Furniture Co.
Milwaukee.....Kunzelmann-Esser Co.
Milwaukee.....Merit Furniture Co.
Milwaukee.....Milwaukee Boston Store
Milwaukee.....Petrie's, In
Milwaukee.....Rohde & Koeg
Milwaukee.....Schell Furniture Co.
Milwaukee.....Ed. Schuster & Co.
Milwaukee.....Snyder Furniture Co.
Milwaukee.....Tarlych Furniture Co.
Milwaukee.....U & I Furniture Store
Milwaukee..United Fireproof Warehou
Monroe.....Haworth Furniture Co.
Neenah....Larson & Schreiter Furn. Co.
New Glarus....Disch Hdwe. & Furn. Co.
New London.....Cline & Laerm
Oconto.....MacQueen Furn. Co.
Oshkosh.....B-Z Furniture Co.
Platteville.....Bishop Furn.
Portage.....Black & Weiss Furn. Co.
Prairie du Sac.....Gattschall & Grul
Racine.....Johnson Home Furn.
Racine.....Porter Furniture Co.
Ridgeway.....Ayers Furn.
Shawano.....Sonde
Sheboygan.....H. C. Prange Co.
Spring Valley.....Geving-Keehr Fu
Stanley.....Plombon Furniture
Stoughton.....Koltes & Keep
Superior.....Luyre Furnit.
Superior.....Rudolph's Furnit.
Watertown.....Schmueller Fu
Waukesha.....Randle's, I
Wausau.....Helke Furn.
Wausau.....Home Furniture
Wauwatosa..West Town Furn. & Stor.
West Allis.....Green Furn.
West Bend.....Walter's Fu
Wisconsin Rapids....Johnson & Hill
Wonewoc.....Mealy & Lind

WYOMING

Casper.....W. J. Chamberlain Furn.
Casper.....J. W. Forsling Furn.
Casper.....Welsh Furniture
Cheyenne.....Greiner Morris Furn.
Cheyenne.....Harris Furn.
Douglas.....Irw
Gillette.....Ryan Furniture
Laramie.....Holliday's,
Rock Springs.....Hamilt
Sheridan.....Carrol Furni
Worland.....Swann's Furn. & E

TERRITORY OF HAWAII

Honolulu.....Bailey Furniture



Cannon Mills, Inc., 70 Worth Street, New York City 13

Do "luxury" towels cost too much?

Pictured here are 5 luxury towels. Each bears Cannon's famous Gold Label. They cost between $2 and $3.50 each. Big, beautiful, these are towels every woman wants—but the kind *some* women think they can't afford.

"Why," you may ask, "should I pay $2 and up for these Cannon towels, when I can get excellent values in Cannon towels priced at 59¢ . . . 89¢ . . . $1.29?"

Let's look at the facts!

Cannon luxury towels have a heavenly texture. They're crammed full of wonderfully long, thick, sable-soft loops; they're all finished with "Beauti-Fluff"—Cannon's exclusive patented finish—that makes them fluffier, softer and *thirstier*. In fact, these beauties absorb *five times their weight in water!*

And these finest-of-all Cannon towels come in the loveliest colors imaginable. There are rich, deep tones that *lead* fashion trends . . . sparkling colors . . . tender, clear colors that sing "Good Morning!" And, of course, there's a variety of fresh, smart designs that inspire the decorator in every woman.

Finally, these towels wear longer through years of hard and constant use. Why? Because they have more tensile strength, a firmer, closer, stronger weave. In actual tests they prove 1½ to twice as durable as less expensive towels!

Utmost durability and absorbency . . . extra enjoyment and thrilling beauty—you get them all when you get Cannon's finest.

The next time you are in your favorite store, see Cannon's Gold Label towel ensembles—bath towels, face towels, wash cloths, bath mats, and finger-tip guest towels. We think you'll agree: Cannon Gold Label towels are "luxuries" no wise woman can afford to miss!

1. Coronet $2.75 *(bath towel only)*
2. Florentine $2.25
3. Empress $2.25
4. Laurel $2.75
5. Grand Manner $3.50

All with matching face towels and wash cloths.





Enduring, *ever-changing* beauty for every bedroom...

Springfields'

PRINCESS REVERSIBLE BLANKET

A subtle change . . . yet the gracious elegance of Springfield's Princess Reversible Blanket gives silent testimony to impeccable taste.

Color—the breath of life to any decor—is dramatically captured in the dual-personality blanket. Beautiful pastels, deftly blended as perfect color companions, make the Princess Reversible Blanket a welcome addition in any of your bedrooms . . . and it is "correct" in every bedroom to accent white sheets, to compliment colored bed linen.

The Princess Reversible is constructed from a careful selection of fine imported fleeces for perfect warmth and the surpassing comfort of a superb, soft suede finish *unmatched for elegance.*

colors: *Antilles Rose & Bay Blue, Cuban Gold & Seafoam, Azalea Pink & Cuban Gold, Seafoam & Azalea Pink*

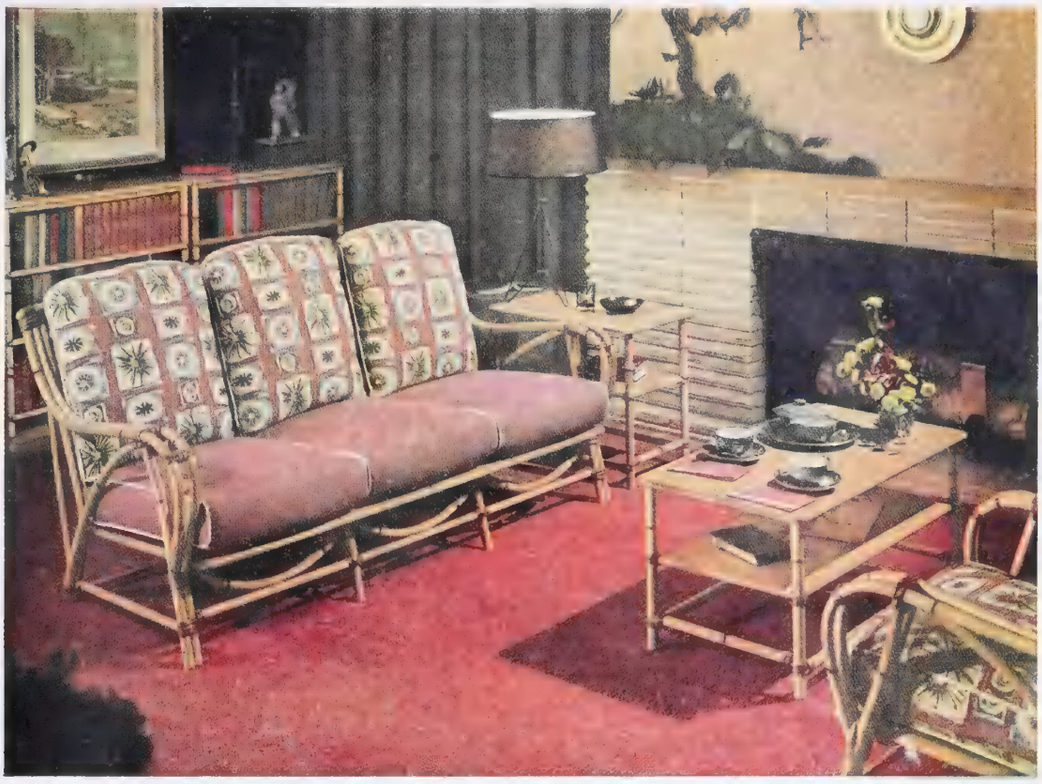
FIFTY YEARS
Springfield
THE NAME FAMOUS IN BLANKETS
1903-1953
SPRINGFIELD

"ALSO CREATORS OF FINE WOOLEN FABRICS"

THE SPRINGFIELD WOOLEN MILLS CO. • SPRINGFIELD, TENNESSEE

r every room your home

d your porch, too... orful, economical hcraft furniture



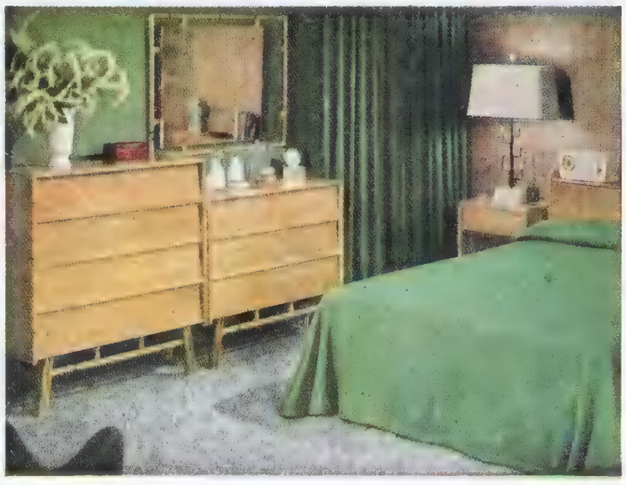
For your living room—A casual, comfortable grouping from the large selection of Ashcraft furniture available for this most popular room in your home. Like all Ashcraft, these pieces are made of finest quality, *solid* Birch and Ash, steam-bent to assure the permanence of their graceful shape. As practical as it is handsome, Ashcraft is sturdy and durable, yet lightweight for easy moving; and its glass-smooth finish prevents snags in stockings and apparel.



ur dining area—
ft space-saving
af table, extends to
comfortably, folds
o console size. The
rpose utility cabinet
hutch top (which
o be used as book
ould be equally at
n any of your other



For your playroom—The Ashcraft portable bar has wear-defying laminated plastic top that is heat, stain and scratch-resistant. And a great favorite because of its unusual comfort, the big, roomy tub chair with its reversible spring-filled cushion.



For your bedroom—Properly scaled to fit today's living areas, this Ashcraft furniture is as versatile as it is attractive. The dual-purpose chests offer maximum storage room, take up little space. The double bed has convenient shelf headboard.



Ashcraft

by

HEYWOOD-WAKEFIELD

EST. 1826

For your enclosed porch—Lightweight, easy to move sectional furniture to arrange any way you wish. All seat and back cushions are spring-filled and reversible. See Ashcraft at your favorite furniture or department store or, for free illustrated folder, write Heywood-Wakefield Company, Dept. H-15, Gardner, Mass.

REPLACEMENT OR A REFUND OF MONEY Guaranteed by Good Housekeeping IF NOT AS ADVERTISED THEREIN

Heywood-Wakefield, also makers of Modern and Old Colony furniture

presenting

The Four Wundas



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of the Carpet World

THERE'S A WUNDA CARPET FOR EVERY PURSE AND PURPOSE

Wunda Luxe

The loveliest carpet of all—beyond your fondest dreams.

Wunda Loom

Woven exclusively for those discriminating people who enjoy luxurious floor covering.

WUNDA WEVE

The carpet that created a new fashion in home decoration.

Wunda Crest

Produced by popular demand to give the most for the least.

All Wunda Carpets have new, sparkling colors—beautiful texture—vacuum easily—are fully washable and preshrunk—loom woven of the finest cotton.

FREE BOOKLET shows Wunda Weve in America's finest homes!





Tahiti—Texture with an exotic touch used here in Jade and Chartreuse to dramatize a settee and chair from Habitant Shops, Inc.; Bay City, Michigan. 9 colors.

Gold Thread—Texture with elegance. Bold colors high-lighted with shimmering gold accents. Used here in White and Sprout on furniture designed by Felix Augenfeld for American Chair Co.: Sheboygan, Wisconsin. 12 colors.





Bark—Texture in the modern manner used here in Turquoise on graceful chairs from Murphy-Miller, Inc.; Owensboro, Kentucky. Available in 9 colors—the newest Earth Tones.



Tweed—Texture with an outdoor air used here in Coral as a striking contrast to these formal black and gold dining room chairs from Wisconsin Chair Company; Port Washington, Wisconsin. 8 colors.



Burnished Antique—Smooth, leather-like texture used here in Yew Green to add luxurious warmth and glow to this three-piece sectional from A. Brandt Co., Inc.; Fort Worth, Texas. 20 colors.

A Bright New World of Texture in ELASTIC U.S. NAUGAHYDE*

Vinyl Upholstery

Accent on texture! Follow the newest decorating trend with the world's finest vinyl upholstery fabric. Yes, here is genuine Elastic U. S. Naugahyde—the *knitted-backed* vinyl upholstery that resists splits or tears—in a new selection of exciting textures and colors to brighten every room. Choose *your* favorite chair style or period. Dramatize your choice and protect it against family fun with Elastic U. S. Naugahyde in the new textured finishes or in smooth, leather-like Burnished Antique.



Elastic U. S. Naugahyde.
The vinyl upholstery backed
with knitted yarn strength.

*Patent Applied For

UNITED STATES RUBBER COMPANY

Coated Fabrics Department • Mishawaka, Indiana



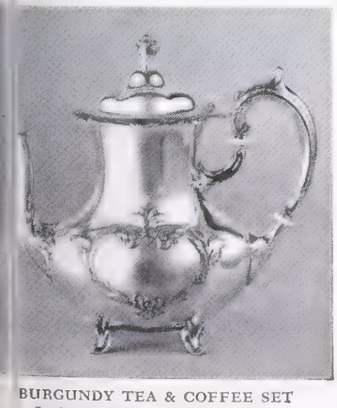
MRS. FRANCIS IRENÉE DUPONT OF WILMINGTON, DELAWARE CHOOSES REED & BARTON'S "HAMPTON COURT" STERLING SERVICE, FIVE PIECES $575 (TAX INCLUDED).

You're the center of attraction—*with your Reed & Barton Sterling Silver Service*

Whether it's tea time or TV time a hostess looks her most charming . . . becomes the center of attraction . . . when she's presiding over her shining silver tea service. It's such an ultra feminine and becoming ritual every woman should choose her tea service wisely. Be sure it is intrinsically beautiful, graceful to handle and that it will never go out of style . . . like the Reed & Barton tea and coffee services shown here.

Note the traditional elegance of the "Hampton Court" sterling service, above. It will always be in good taste. The five piece set costs just $575. Kettle and tray are priced separately.

Your own jewelry store will be happy to show it to you—or any of the other magnificent Reed & Barton tea services in sterling silver (from $325 to $1850) or in silver plate (from $150 to $450). All prices include Federal Tax. For beautiful illustrated folder showing over a dozen services, write to Reed & Barton, Dept. HB4, Box 990, Taunton, Massachusetts.



BURGUNDY TEA & COFFEE SET
5 pieces, $750 (sterling silver)



POINTED ANTIQUE TEA & COFFEE SET
5 pieces, $450 (sterling silver)



GEORGIAN ROSE TEA & COFFEE SET
5 pieces, $600 (sterling silver)



FRANCIS I TEA & COFFEE SET
5 pieces, $1850 (sterling silver)



Create your own styling from over 100,000 different combinations of frame styles, fabrics and specifications.

Exciting new way

to fashion your own furniture

Gone are days when you had to select from what was on the furniture floor . . . or pay custom prices to an expensive private furniture maker. Now you can select the exact style you want . . . choose fabrics from a wonderful selection of colors, weaves and materials *including Nylon decorator fabrics* . . . actually dictate your own specifications!

Most important of all, your furniture is "Tailor Made" by Tomlinson, with over half a century's experience in exacting craftsmanship and styling second to none.

And to proudly identify your handsome furniture as that of your own styling, *a label made with your name* is affixed to each piece.

Let your dealer in FURNITURE BY TOMLINSON show you how easy it is to select your own styling. We will gladly send you the name of your nearest dealer.

Furniture by
TOMLINSON
FOR THE LIVING ROOM, DINING ROOM, BEDROOM
High Point, North Carolina

OVER HALF A CENTURY'S LEADERSHIP STYLING FURNITURE OF UNMATCHED VALUE

Now! Have a "Company-Clean" home every day...in minutes!



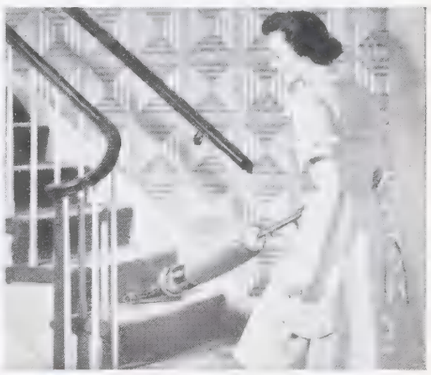
Breeze through *all* your cleaning *without* attachments...with the easiest-to-use vacuum cleaner ever invented...

REGINA *Electrikbroom*

only $39.95

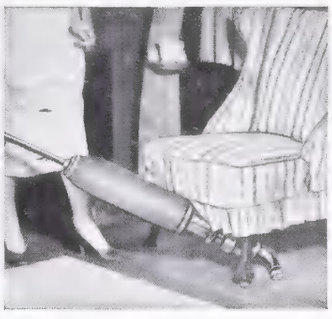
1 ***The only vacuum cleaner designed for daily use,*** the Regina Electrikbroom is a light-weight wonder—weighs only 6½ pounds, less than *half* the weight of the average vacuum cleaner. Thousands of homemakers have found that—with the Electrikbroom—they can keep their homes "company-clean" in *half the time* it takes to clean the ordinary way—and here's why:





2 ***Does the work of upholstery brush, dust mop, carpet sweeper, broom—better, faster!*** If you've ever "chased" dust feathers with a broom or mop—you'll *really* appreciate daily clean-ups with the Electrikbroom! Sucks up lint, thread, dirt, sand, crumbs *in one swoop*—saves time, saves work, saves energy.

3 ***No attachments to carry from room to room!*** With the Electrikbroom you whiz from rug to wood floor, from linoleum to upholstery to draperies . . . and *right up the stairs . . . without* an attachment!







4 ***Check these convenient Electrikbroom features:*** Flexible rubber nozzle gets right up close to furniture—no need to move heavy pieces. Won't mar baseboards. When through, you empty dirt cup like an ash tray and hang back on any convenient hook! Takes so little room! Costs so little, does so much—every home should have one. Ask your appliance dealer for a quick demonstration.



Perfect wedding gift! Practical, of course . . . but a real *luxury* to a bride on a budget.

Mother will love it! Saves Mother's strength and health. Doctors approve its lightness.





Ideal for small homes, apartments, for summer cottage, trailer, boat! All the service of an expensive vacuum —at less than *half the price!*



Handy extra vacuum! Take long vacations from your heavy vacuum. So easy to handle—no messy dust bag to empty.

GINA ELECTRIKBROOM—BY THE MAKERS OF THE FAMOUS REGINA TWIN-BRUSH POLISHERS

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Please send me, free of charge, your new booklet: "Jack the Giant Killer—a Modern Fable for Homemakers".

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with SOLID MAHOGANY FURNITURE

by Georgetown Galleries, Inc.

Georgetown Galleries solid mahogany furniture is the finest in design . . . in craftsmanship . . . it's "Traditionally in Style". Georgetown Galleries furniture can be bought in single pieces or groupings . . . bedroom and dining room and living room tables . . . all made of the finest wood, Solid Mahogany!

Send 15c in coin for Georgetown's new "get acquainted" booklet showing you why Solid Mahogany makes the most beautiful furniture and illustrating many fine Georgetown pieces.

GEORGETOWN GALLERIES, INC. **HUNTINGTON, W. VIRGINIA**

An Invitation . . .

to see the beautiful Georgetown Galleries furniture on special display throughout the month of May at your local franchised dealer.

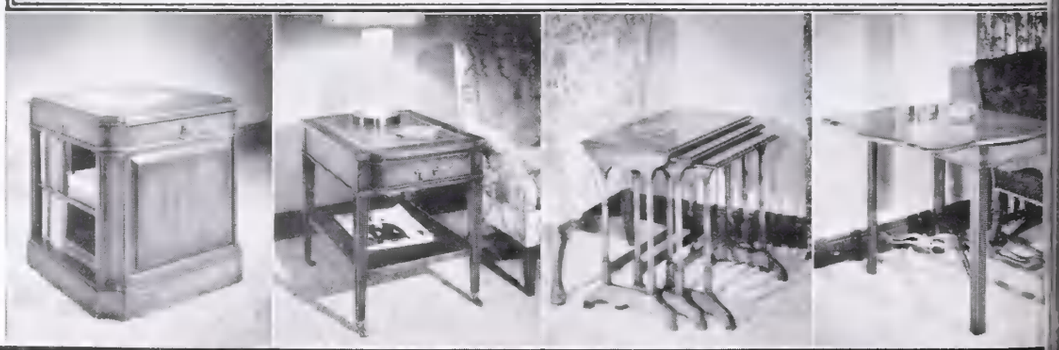
Look for this emblem!

FRANCHISED

Georgetown Galleries

DEALER

Georgetown Galleries furniture can be bought only through our Franchised dealers.



America's Finest Solid Mahogany Furniture — SEE IT TODAY!



There's only one Dayton Koolfoam Pillow... a luxury truly beyond price!

The breathless ecstasy of complete comfort, relaxation, rest! The alluring, irresistible invitation to deep, sweet, refreshing sleep! Yours . . . all that . . . a marvelous luxury that is far above any comparison of price. A Dayton Koolfoam Pillow . . . incredibly smooth and soft, yielding yet firmly supporting, lulling you so gently. A thing apart . . . totally unlike inferior foam pillows. And yours, for a lifetime . . . yet actually for so little. See for yourself . . . at your favorite store!
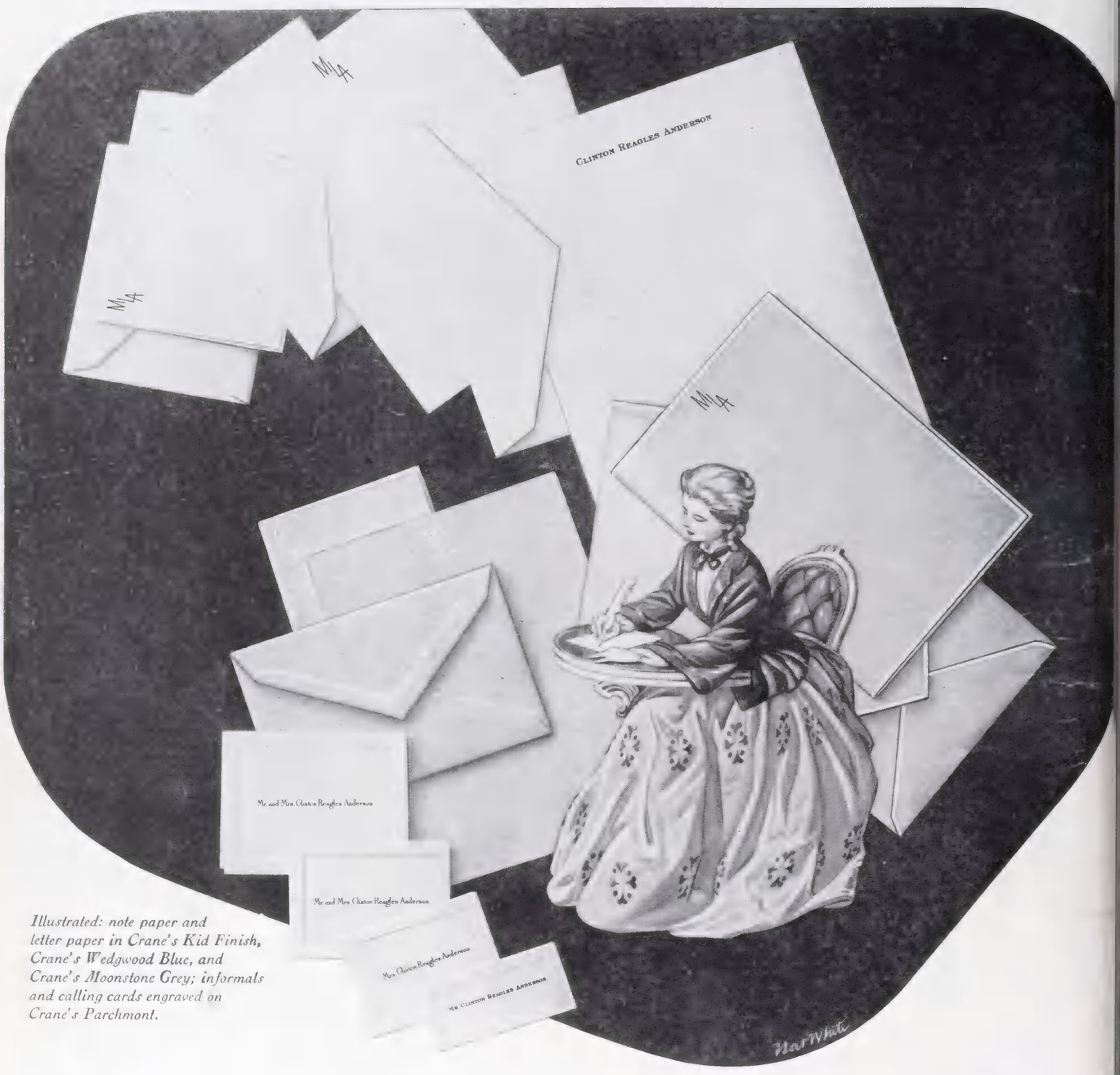


Dayton **Koolfoam** pillows

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ENJOY THE REST OF YOUR LIFE!

DAYTON RUBBER COMPANY, DAYTON 1, OHIO • WORLD'S LARGEST MANUFACTURER OF FOAM LATEX PILLOWS

Enjoy a well-appointed desk



Illustrated: note paper and letter paper in Crane's Kid Finish, Crane's Wedgwood Blue, and Crane's Moonstone Grey; informals and calling cards engraved on Crane's Parchmont.

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In America's most gracious homes

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LUNT MODERN CLASSIC

Sterling that captures the very essence of the trend to modern. Its gleaming plain surfaces reflect the true white brilliance found only in solid silver.





LUNT ENGLISH SHELL

For those who love the rare beauty and quiet dignity of traditional design. Here is Sterling of lasting loveliness to be enjoyed day after day, year after year.

***Sterling* IS YOUR HALLMARK OF DISTINCTION**

And never was its prestige more eloquently expressed than in the name . . . LUNT. For here is the beauty, the exclusiveness of design so dearly cherished and so lastingly admired. Down thru the years you'll be proud of the *individuality* of LUNT Sterling and the good taste inherent in its ownership. For literature and prices address Dept. B-3.





LUNT WILLIAM & MARY

For homes where past and present blend harmoniously. A pattern of charming simplicity expressing the established prestige of Sterling, and the name LUNT.





LUNT SWEETHEART ROSE

Sentiment and sophistication are exquisitely sculptured in imperishable Sterling. In no other metal could its brilliance and artistry of ornament be equalled.





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An endearing pattern of irresistible charm. The kind of Sterling that will always live proudly, forever proclaiming the discerning taste of its owner.

LUNT *Silversmiths*

A Direct Heritage of Fine Silversmithing for over Two Hundred and Fifty Years

GREENFIELD • MASSACHUSETTS

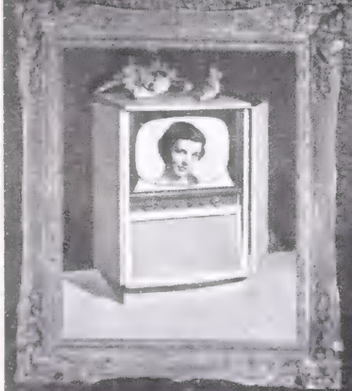
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Any TV set will give you a picture. But why settle for any but the clearest pictures . . . crisp, sharp, steady . . . as only Magnavox, the specialist in electronics, can bring you. Unless you have seen Magnavox you can't really know how wonderful TV can be. Magnascope Big-Picture System eliminates glare and reflections, and High-Fidelity sound gives life-like realism. All models are available with built-in UHF tuner. No other TV can match Magnavox for value . . . for direct-to-dealer selling passes savings to you. See Magnavox and judge for yourself. Look for your nearest dealer in the classified 'phone book. Prices as low as $298.50 for 21-inch console.



THE COSMOPOLITAN 21—with new long-distance chassis gives the effect of bringing stations closer. Available in smart white oak or genuine mahogany.



Better Sight . . . Better Sound . . . Better Buy

magnificent Magnavox television



Sing your way through history

Latest enticement to join ranks and voices around the piano is a new compendium of American song favorites tha trace our history from way back when to only yesterday

By Richard Williams

Ladies and gentlemen, here is another opportunity to get you together at the piano. Here is another opportunity to get you to sing. Please overcome your diffidence and natural timidity (as Bunthorne says in *Patience*) and revive the custom, old but never old-fashioned, of gathering round and lifting your voices. Sing—sing as best or as worst you can! Large or small group, family or friends, the accompanying instrument a piano, a guitar, or a violin—all that is of your choosing and really not important. It is not even the song that counts, but the singing.

My latest call to action is prompted by a new publication in the "Fireside" series, which are collections of songs brought together in one book. This one, the best so far, is entitled *The Fireside Book of Favorite American Songs*, Simon and Schuster, New York. As in its predecessor, the selections have been made and edited Margaret Bradford Boni and piano arrangements are furnis by Norman Lloyd, a specialist American music who knows h to make an arrangement both p able and sturdy. The voices get good support from this acc paniment. And the accompanim may be essayed by anybody has a little facility in reading no

The book is very handsome; illustrations are as lively and casual as some of the songs th selves, their colors sweet or b the design naïve or snippety, the occasion demands. The illus tions are the work of Aurelius B taglia. (Note his art embellish this copy and mark him as a lightful new artist.)

Of any collection of songs t you are likely to pick up, this probably contain the greatest nu ber of familiar songs. There 131 of them, and many of th have sounded somewhere in y background, have been heard your childhood. They need m to be brought to life again t to be learned afresh.

The songs are arranged in c gories: Only Yesterday, Con and Expansion, Independence— to the West, The Promised La Within each category the songs arranged in chronological orc by following the order you pass a section of American his in perspective. The grouping

(*Please turn to page* 121)



DRAWINGS BY AURELIUS BATTAGLIA



Goodall Fabrics
Subsidiary of Goodall-Sanford, Inc.
THE FINEST NAME IN FABRICS

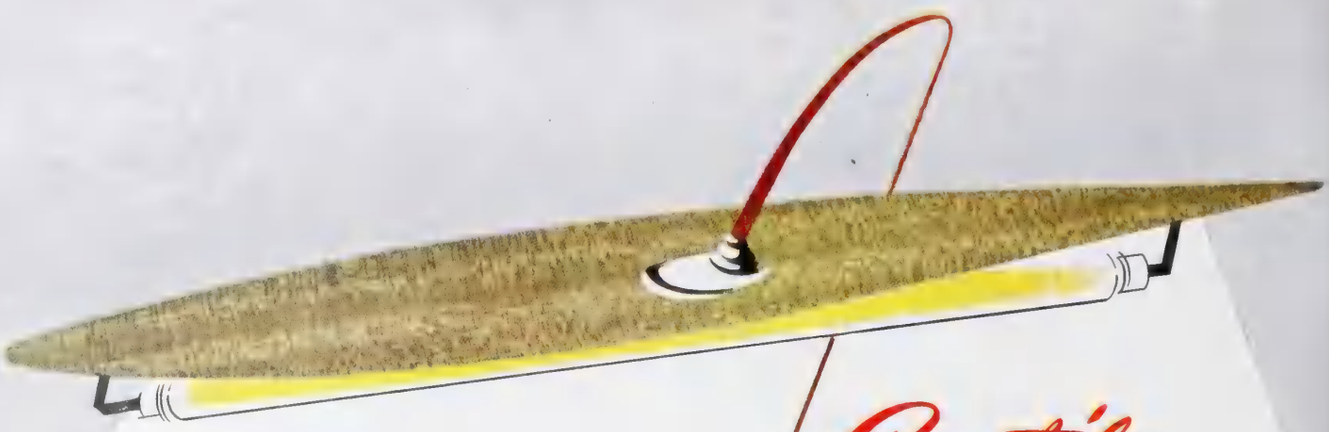
So exquisite...

...so exclusively GOODALL!

Only beautiful Goodall Fabrics give your home this look of lasting, youthful loveliness! That's because only Goodall . . . creators of famous *Blended-to-Perform* fabrics for every decorating need . . . knows the secret of combining exquisite taste in color and design with enduring qualities to keep your fabrics beautiful even in constant use. Illustrated are: Unlined draperies of translucent *"Sea Grass," Angora Satin "Potpourri"* on chairs, *"Nordic"* tweed on sofa and pillow in foreground. The carpeting is Goodall Seamloc*. See exquisite Goodall Fabrics at your decorator's now.

ALL FURNITURE BY VALLEY FURNITURE COMPANY, N. Y. C.

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Subsidiary of Goodall-Sanford, Inc.
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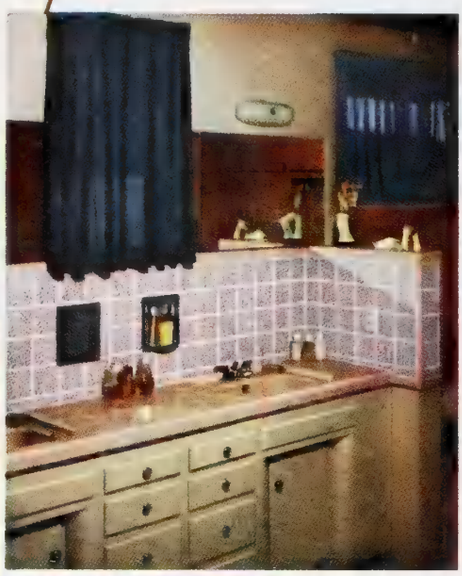


Ceratile

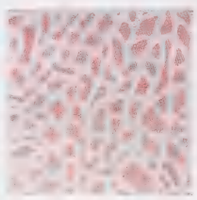
unique new beauty treatment for home interiors!

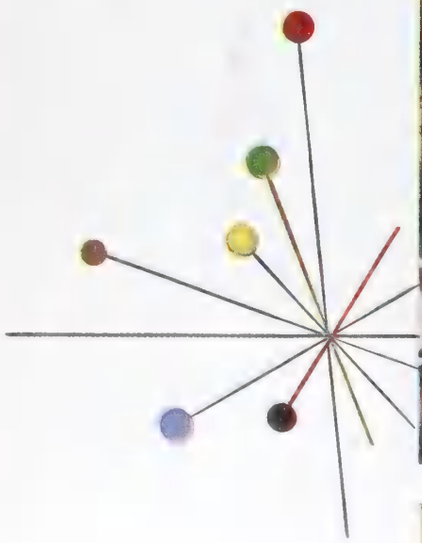
There is something *really* NEW in tile. It's Ceratile—a real clay tile with a soft, fabric-like texture in tones, shades and hues never before possible in ceramic tile. The 34 current designs are your newest means of giving new life and beauty to bathrooms, kitchens, foyers, playrooms and decorative areas, or any other place you desire. In fact, the only thing old about Ceratile is its wonderful practicability. The beauty treatment you prescribe for today's and tomorrow's homes will endure for generations.





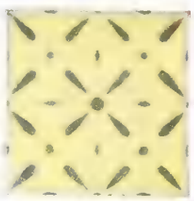
This tile is CORAL
In 4¼" or 6" tiles











This is BUTTER PRINT
In 4¼" tiles only

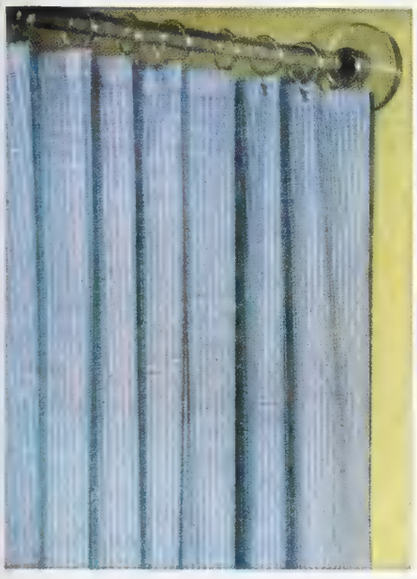
What you see here only approximates the true beauty and color of Ceratile. Until you can see the *real* thing, write for address of Ceratile dealer nearest you, and for full-color brochure showing 34 patterns of Ceratile available for immediate delivery. Custom patterns, to your order, also available as production schedules permit. Ceratile can be frostproofed for exterior use in freezing climates. Address requests to Dept. HB-5.

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Quick trick for long-lived bathroom beauty

Choose shower curtains of lovely, lasting VINYLITE Brand Plastics



• Completely waterproof • Mildew resistant • Resistant to stiffening and sticking, cracking and tearing • Easily tubbed or wiped clean • Lastingly pliant





"Arabesque" pattern (above), "Crinklette" (left above) and "Lucky Lyre" (left below) are three exciting new patterns by *Kleinerts* 485 Fifth Avenue, New York, N.Y.

You know it's right if it's . . .

These fresh, sparkling Kleinert shower curtains transform your bathroom the minute you hang them — work their magic over a long period of daily drenchings! For they're made of VINYLITE Brand Plastics, the top quality plastics that keep their bright new beauty with no special effort from you. The film retains its pleasant feel; the patterns, so lively and original, stay clear and colorful.

You'll find the superiority of VINYLITE Brand Plastics in many things that make life better and easier. Among others there are textured draperies that just wipe clean, inflatable toys that are really rugged. These better results are due to the unequaled production facilities and high standards of VINYLITE Plastics. Make sure *you* get the best . . . insist on the VINYLITE trade-mark.

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You can depend on uniform quality and lasting satisfaction from VINYLITE Plastics. Backed by the technical resources of BAKELITE, "the foremost maker of the foremost plastics," they serve both defense and basic industry with utmost reliability.

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A Division of Union Carbide and Carbon Corporation UCC 30 East 42nd Street, New York 17, N. Y.

everything you've always wanted

Your heart's desire wears the Barwick label! Unsurpassed textured craftsmanship...needle loomed by the world's largest and most modern cotton carpeting mill...controlled quality from choice raw material—world-famous BIBB yarn anchored on the same sturdy backing used for centuries in making heirloom rugs! Select the color and texture of your choice in luxurious wall-to-wall carpeting or delightful room size rugs. Whatever your taste...whatever your needs...when you buy the enduring beauty of Barwick cotton carpets you buy unsurpassed style, color *and* wear...plus easy, easy care (washable, of course).

See these carpets in BARWICK'S SPRING FLOOR SHOW at your store now.



ROYAL TWEED—The gloriously colorful, "footprint free" carpeting sensation leading decorators call AMERICA'S FINEST ACHIEVEMENT IN COTTON CARPETING.

SUPER CREST—Pure luxury in cut pile cotton carpeting—25% more surface yarns.

MARVEL TWIST—America's favorite budget broadloom.

ROYAL CREST—America's most densely covered popular cut pile cotton carpeting.

ACROSS THE NATION THIS MONTH—America's millions are walking on Barwick cotton carpets as they inspect the greatest simultaneous display of model homes ever staged. For the second consecutive year Barwick has been the exclusive selection for every room of every model home in this exhibition.

CARPET COLOR KEY:

1 Royal Tweed in Nutmeg Green
2 Royal Crest in Coco Brown
3 Marvel Twist in Cherry Red
4 Royal Tweed in Spice Beige
5 Royal Crest in Water Green
6 Super Crest in Champagne
7 Super Crest in Hunter Green
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Carpets throughout rooms—
Super Crest in Antique Gold

Barwick Mills
Makers of fine carpeting
OLD PEACHTREE ROAD, CHAMBLEE, GEORGIA

in a carpet



What's Inside?



Cross-section of AIRFOAM, greatly magnified.

The most comfortable, longest-lasting furniture built today is cushioned with AIRFOAM. That's because every cubic inch of AIRFOAM contains more than 500,000 "live" resilient air cells—tiny air cushions that compress gently under pressure to cradle you in blissful comfort. And when your weight is lifted they spring instantly back to shape. AIRFOAM never loses this natural buoyancy. It keeps furniture looking like new for years—eliminates all fluffing and tidying. So no matter what style of furniture you prefer, ask first "What's inside?"—and be sure the answer is AIRFOAM. Goodyear, Airfoam Dept., Akron 16, Ohio.

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

Airfoam MADE ONLY BY **GOODYEAR**

THE WORLD'S FINEST CUSHIONING



IN AUTOMOBILES—AIRFOAM, it seats and backs, softens the ride, keeps upholstery, its shape, enhances trade-in value.



IN PILLOWS and **ENGLANDER MATTRESSES**—AIRFOAM gives cool, healthful, sleep-inducing support—never sags, lumps or needs turning.

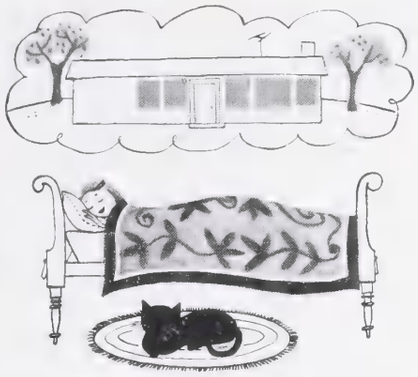


IN SMART FOOTWEAR – AIRFOAM gentles the jars. It never mats down—feels just wonderful for the life of the shoe!

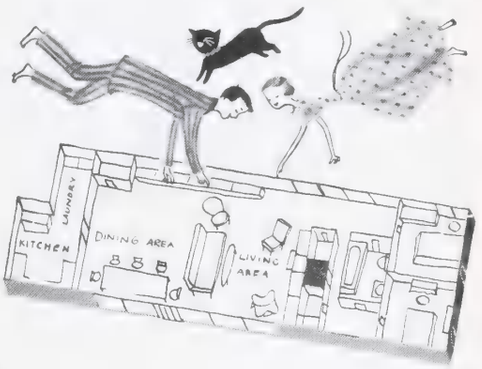
dreamed of a new house last night



HE: Last night, I dreamed of a new kind of
se – cleaner, quieter, more comfortable and
e convenient than any house I'd ever seen
re. HE: Isn't that odd? Because I did, too!



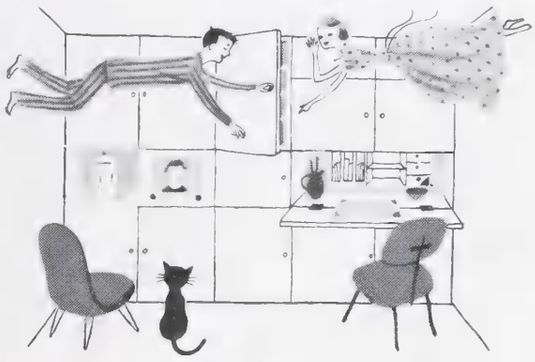
2. SHE: The floor plan was designed for convenient living without old-fashioned ventilation restrictions. And yet I didn't worry about ventilation because I knew the comfort was built-in!



3. HE: That's the house I saw in *my* dream! And I remember thinking how inexpensive it would be to build—because the dollars we'd spend for walls would enclose so much interior space!



HE: There were big windows that made the
ns look larger and so much brighter. HE:
some of the glass was set right into the frames
ve us the expense of movable sash.



5. SHE: I noticed some of the walls were solid so I could arrange my furniture against them, or build in storage walls. And I thought of how much more privacy and quiet they'd give us.



6. HE: I dreamed we didn't need a porch or a breezeway or an attic fan. And that there weren't any screens or storm sash for me to put up. SHE: And I knew I'd have hardly any dusting to do.



IE: Somehow I felt we would sleep better,
better, live better . . . because . . . because
SHE: I know! Because I dreamed there was
itch on the wall that said—HEAT and COOL!



8. HE: Yes, and in a closet was a machine only 5 feet high and 3 feet square. Don't ask me how, but I knew it would burn gas or oil, cool by electricity and run so quietly we could hardly hear it.



9. SHE: Of course! The machine is a Carrier Weathermaker Air Conditioner that heats and cools! And the house, a Weathermaker Home that costs no more than an ordinary house!



HE: That's right! The money we can save
impler construction will probably pay for the
thermaker. We can have Carrier year-round
onditioning for almost nothing!



11. BOTH: This is no dream. You can have a new and better kind of house—built around a Carrier Weathermaker. Just write for a booklet full of ideas that wouldn't fit in a one-page dream.

Carrier

FIRST NAME IN AIR CONDITIONING

CARRIER CORPORATION
301 S. Geddes Street, Syracuse, New York

That's the house I dream of. Please send me FREE — the booklet, "How to Have a Carrier Weathermaker Home."

*Name*_____

*Street*_____

*City*_____ *State*_____

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Fight communicable diseases



One common housefly carries millions of bacteria, some of them harmful. From the garbage, the fly can spread germs to your food, and you. This summer, and all year, fight germ-carrying flies and rodents by getting rid of germ-breeding garbage with a General Electric Disposall.®

Get rid of this nasty job

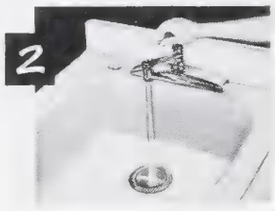


Imagine! No more garbage scraps to scrape out of your sink. No more smelly garbage stored in your kitchen. No more trips to the back yard with a leaky paper bag. Rid yourself of this messy nuisance for good and for all. Let your near-by dealer show you how the General Electric Disposall will make your home garbage-free!

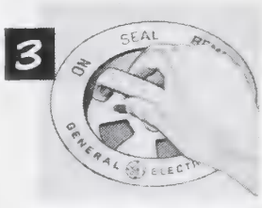
Wash away garbage electrically with a General Electric Disposall



1 Just brush loose food (tough rinds and bones, too) into the sink drain-opening.



2 Turn on the cold water. This assures proper flow of food-waste through drain line.



3 Turn the safety Twistop control, an exclusive G-E feature. Keeps food in and hands out!

That's all you do! The G-E Disposall quickly and quietly shreds food-waste into tiny bits and washes it away. Your sink and kitchen are *always* clean.

Why more people own the G-E Disposall than any other garbage disposer

1. Only General Electric offers a written 5-year buyer protection plan —proof of G-E dependability. The G-E Disposall has been giving steady, dependable service in many thousands of homes for ten years and more!
2. General Electric offers the safety Twistop control, and extra-tough shredder for years of rugged service. And only General Electric offers the quiet action of parts mounted on rubber.
3. Specially designed for septic tanks. (Over 100,000 garbage disposers are operating efficiently with septic tanks.) The shredding action of the G-E Disposall actually helps keep drain lines clean!

Can be installed in ANY kitchen sink. General Electric pioneered and perfected the electric garbage disposer, and your General Electric dealer offers you the kind of service you can depend on. See him now! General Electric Company, Louisville 2, Kentucky.



No other appliance offers you so much convenience, and health protection, at so little cost.

GENERAL ELECTRIC



I Love My New *All Aluminum* Awnings

hey're So Beautiful and Economical

The appearance of my home is improved by their graceful styling. My rooms are much cooler since they were installed. And my furnishings are not harmed by sun, dirt or rain.

You, too, will be delighted to learn of the low cost and long life of beautiful Aluma Kraft all aluminum awnings. Finest baked enamel finish with colors to match or compliment your home. Year-round protection against all kinds of weather. No expense of taking down, storing, and putting up each year. They do not rust . . . they last as long as your house.

For windows and doors . . . or as canopies and carports, they economically solve your awning problem. Ask your nearest Aluma Kraft dealer for a free estimate without obligation.

Or write

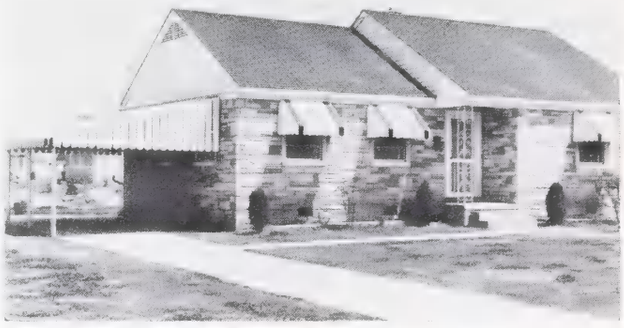
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1330 North Rock Hill Rd., St. Louis 17, Mo.

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Door canopy, extended over windows, affords a covered walkway to garage.

Brighten your table with

LACE IN COLOR



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QUAKER

LACE—smartest of fashion. In *color* to l
you create new, exciting table settings
to make every meal a gay delight . . . fi
formal entertaining to family-favo
buffets.

Choose your Fantasy Cloths from tr
tional or modern designs—pastels or bo
harmonies. And like all Quaker Clo
they're so wonderfully practical. Wrin
smooth away. Spots sponge off instan
Washing is easy. The perfect gift for a br

* * *

Quaker Cloths in sizes for any table. Priced f
$5.95 to $49.95 depending on cloth size
quality.

Shown above: Fantasy Pattern No. 6930 (Pat. Applied for). White on Camelia Pink net. Also on Yellow, Pale Green, or Dove Grey. Acetate and Cotton. In dinette size 54" x 72"; also 72" x 90". *Accessories by Black, Starr & Gorham*

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Old Forge . Old Forge Furn. & Hdwe. Co.
Peekskill ..... Vought's Furniture Co.
Port Chester . Joseph Tunick & Sons, Inc.
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Schenectady ..... H. S. Barney Co.
Syracuse ..... Dey Brothers
Troy ..... R. C. Reynolds Co.
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Watertown ..... Household Merit
Westfield .. Westfield Wayside Furniture
White Plains ..... Ardsley Furniture Co.
Yonkers ..... M. Dee & Son

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Statesville .... Blackwelder Furniture Co.
Wilmington ..... Todd Furniture Co.

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Jamestown ..... Eddy Furniture Co.

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Providence ..... Morris Cohen &
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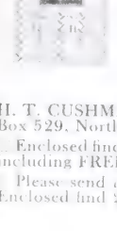
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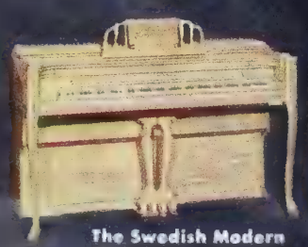
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Traditional The gay touch of colorful awnings enhance the quaint charm of this little house in Bethlehem, Pennsylvania.

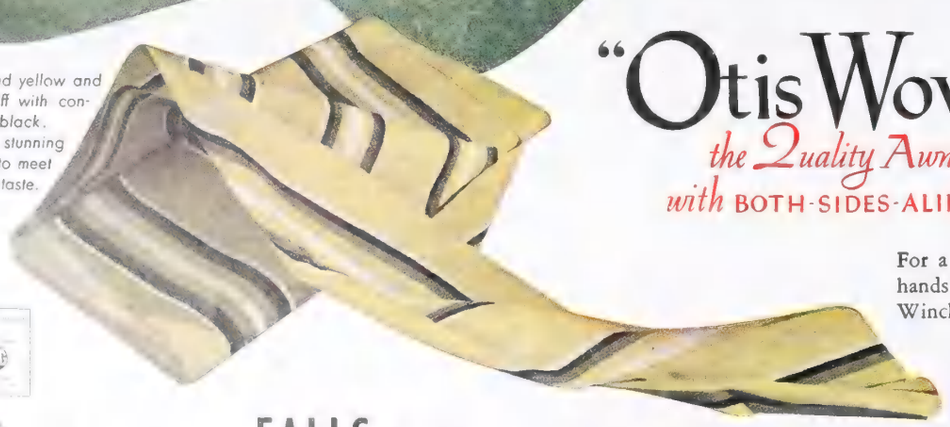


Transitional The long, low lines of this New Jersey ranch-style are accented by the deft architectural concept of the awning installation.



Modern Skillful planning is reflected in the handsome awnings designed and built *into* this home in St. Paul, Minnesota.

Whatever the spirit of your home well-designed and properly executed awnings wil add to its beauty and comfort. For there's rich sense of luxury to canvas awnings . . . a warm hearted look that no substitute material can match Ask your local awning dealer to show you his sparklin array of Otis Woven materials. They're water-repellent an mildew resistant too. The gay patterns are woven through an through of sturdy, long-fibred vat-dyed yarn.



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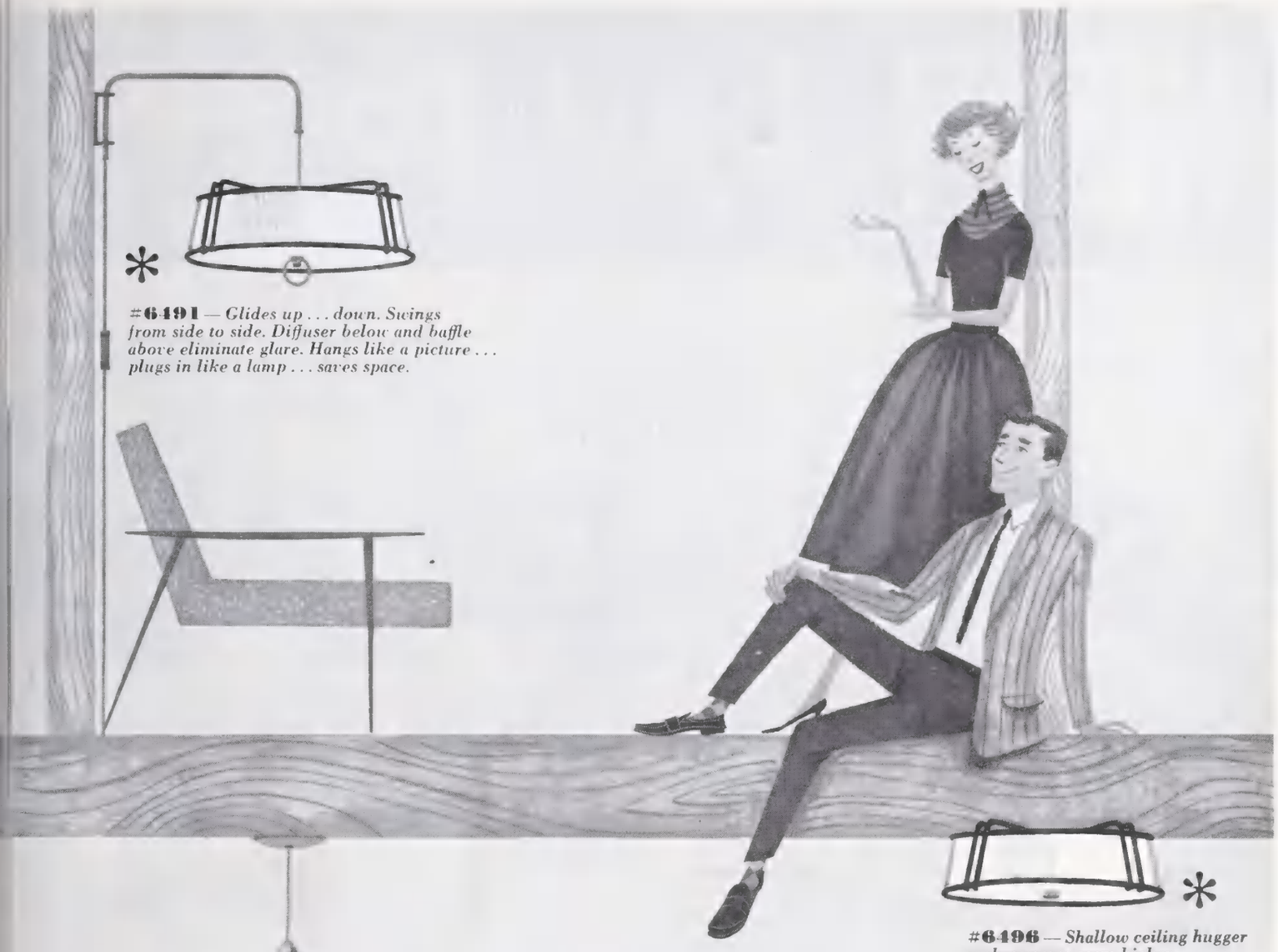
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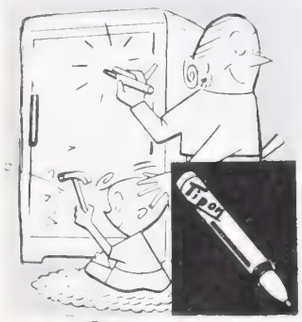
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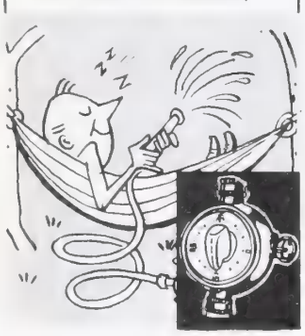
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Just spread Easy-Off the clean-smelling, non-inflammable "miracle" jelly on oven surfaces — let it stand a moment, then wipe off with warm water. Easy-Off ends scraping and scrubbing, loosens and removes even the most stubborn encrusted, baked-on grease and caked-carbon. Large 8 oz. jar **98c**

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Bear in mind that the Davey Man* is the one to care for your treasured trees. No man is more thoroughly trained... in school, in laboratory, out in the field. None has more modern equipment to do the most capable job. And no man has a greater love for living trees, for this is his *chosen* profession for life.

So, whenever your trees need looking after, please look for *"Davey Tree Service"* in your Yellow Classified Phone Book... or write to Davey at the address below.

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Shown here: Gorham **Trend** Hostess Coffee Set, each piece designed with functional simplicity for multiple-purpose use. The set of four pieces complete, $325.00.

Also shown, **Trend** "Pyramid" Candlesticks.

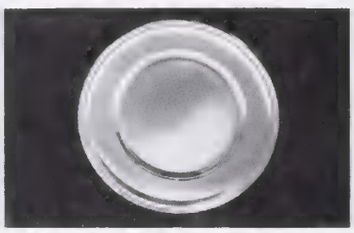


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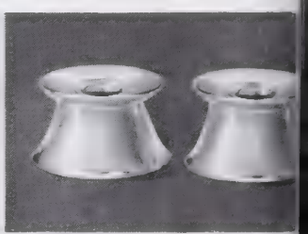
A "Double Ring" Napkin Set. Two napkin rings in wedding ring gift box. The set, $4.00



Bread and Butter Plate. In Gorham **Puritan** pattern. Diam. 6". Multiple-purpose gift. $7.50



Salt and Pepper Shakers. In Gorham **Strasbourg** pattern. Height 4⅜". The pair, $12.50



"Pyramid" Candlesticks. Gorham **Trend** pattern. Hei 2". The pair, $15.00

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Sauce Bowl with ebony handle. In Gorham **Chippendale** pattern. $25.00



Sugar and Creamer. In Gorham **Strasbourg** pattern. The set, $27.50

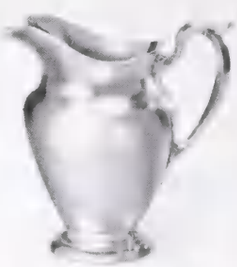


Gravy Bowl, with attached tray. In Gorham **Strasbourg** pattern. $30.00



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Water Pitcher. In Gorham **Puritan** pattern. Capacity, 4¼ pts. Height 9⅛". $85.00



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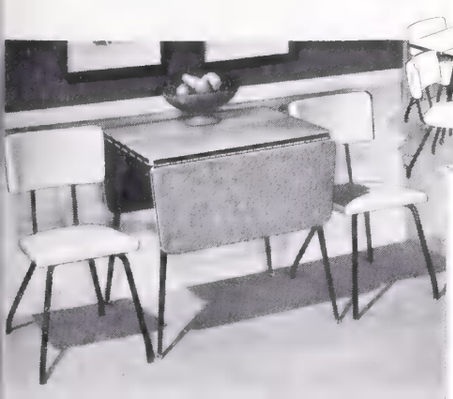
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Table No. 366 with chairs No. 750. This table has self-edged top, 36 by 48 inches, extending to 60 inches with self-storing leaf.

Magnificent BLACTONE* MODERN Dinette Furniture by HOWELL

This superbly styled metal dinette furniture combines many marvelous features you will admire. Enduringly beautiful, yet requires almost no housekeeping care. The plastic tweed-patterned table top (black, tan or grey) is hard and smooth as glass. Whisks clean with a damp cloth—unharmed by boiling water, alcohol or fruit acids. Chairs are superbly tailored in long-wearing Nubby-textured plastic in a choice of rich decorative colors. Tubular legs of tables and chairs have a deep jet-black gunmetal finish, applied by patented process. The color is actually part of the metal—not painted on—so can't scuff off.



BLACTONE MODERN has a delightful "go-well-with-everything" look. Ideal for breakfast nook, dinette or dining alcove. Has appeal a-plenty for budget-minded buyers. There's a Howell BLACTONE MODERN set—just right for your home, in size, styling and color—at leading furniture and department stores.



Blactone Modern and Chromsteel Dinette Sets are manufactured by The Howell Co., St. Charles, Ill.



Also see the Blactone Modern Serving Cart at your dealer's.

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South Bend — River Park Furniture Co.
South Bend — Sailors Home Furniture
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Winchester — By-Lo, Inc.

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Boone — Wester Furniture
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Cedar Rapids — A. W. Peterson Co.
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Cherokee — Schmidt Furniture
Clear Lake — Wilcox Furniture
Council Bluffs — Continental-Keller Co.
Cresco — Larson Furniture Co.
Creston — Coens Furniture
Davenport — Huebotter Furniture Store
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Des Moines — L. Ginsberg & Sons
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Lebanon — Farm & Home Supply Co.
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Newport — House of Chairs
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Opelousas — Abdalla's Furniture Stores
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Cumberland — Kline Furniture Co.
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Hagerstown — Shockey Furniture Co.
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Everett — H. C. Sleighter & Sons
Farrell — Myer Frank
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Harrisburg — Burns & Co.
Harrisburg — Pomeroy's
Hazleton — Rosen's Furniture Co.
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McKeesport — Hirshberg's
McKeesport — R. E. Kaplan
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Mt. Union — J. S. Shapiro's Sons, Inc.
New Castle — Fisher's Furniture
New Cumberland — Buttorff & Co.
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Philadelphia — Richmond Supply Co.
Pittsburgh — May St
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Pittsburgh — Spea
Pottsville — H
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Ridgway — Lower F
Rochester — Goorin & Harris F
St. Marys — Home F
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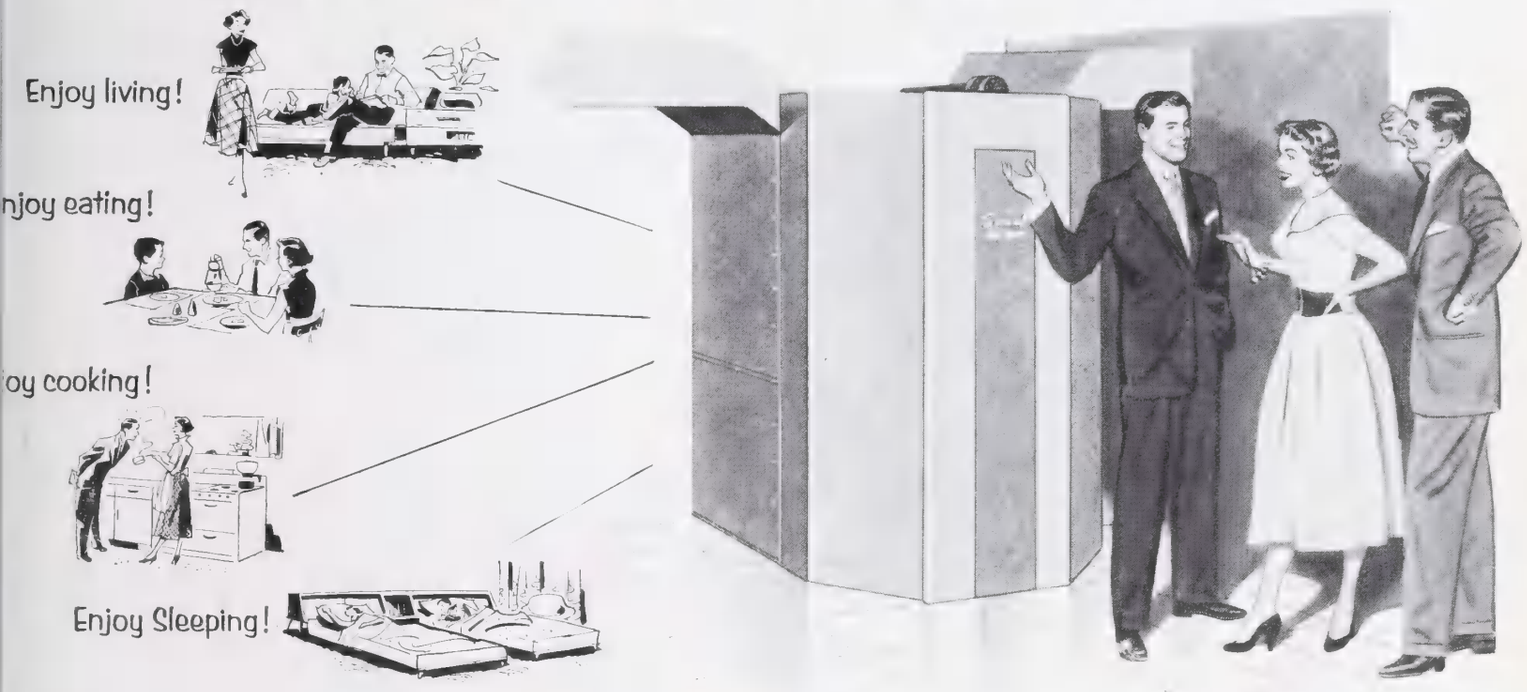
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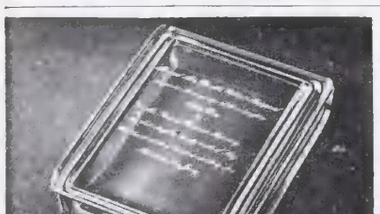
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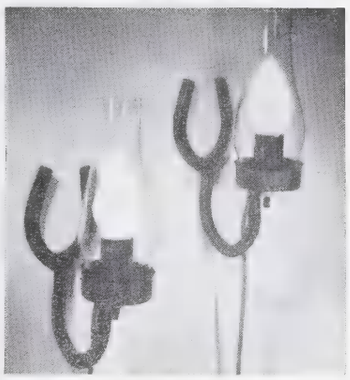
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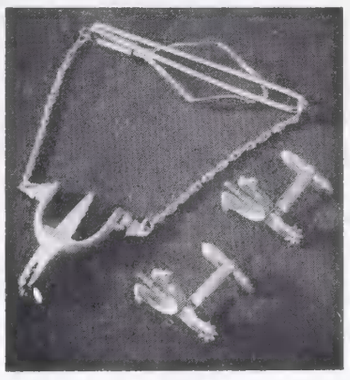
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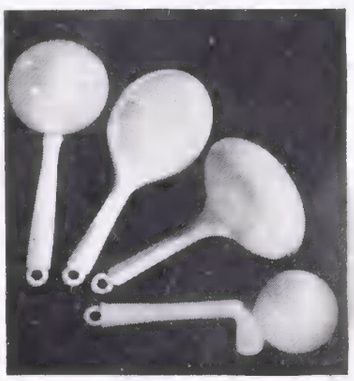
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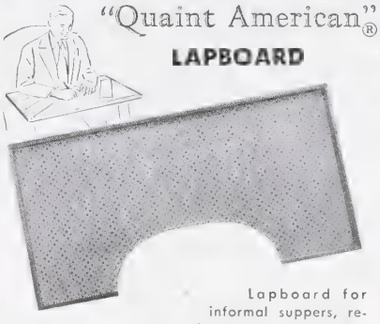


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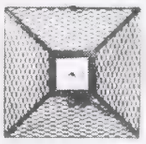
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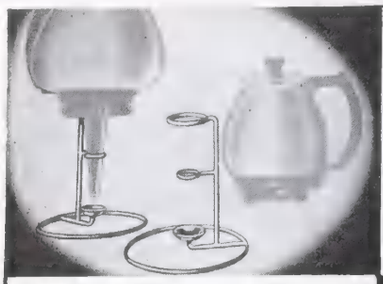
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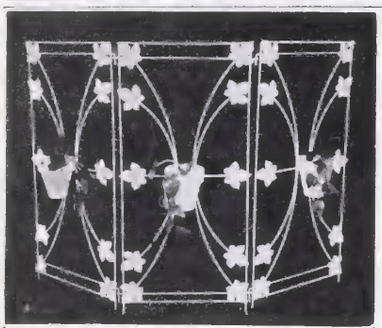
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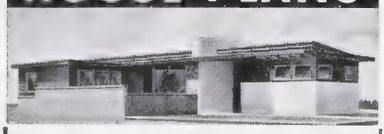
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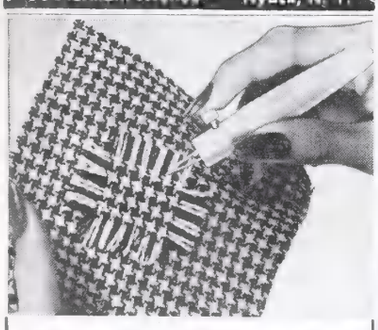
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(Each item with King Edward Crown)

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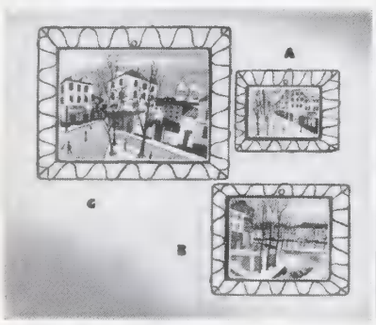
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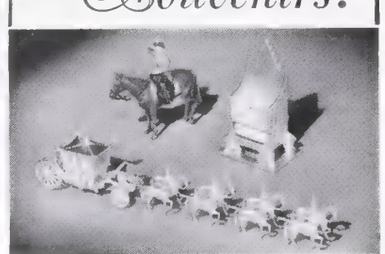
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(*Continued on page 62*)

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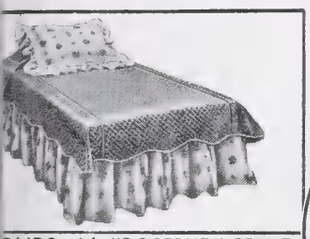




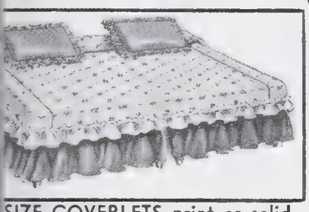
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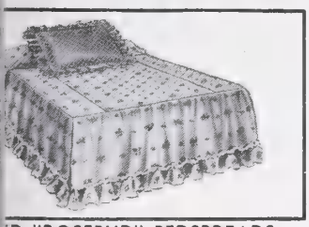
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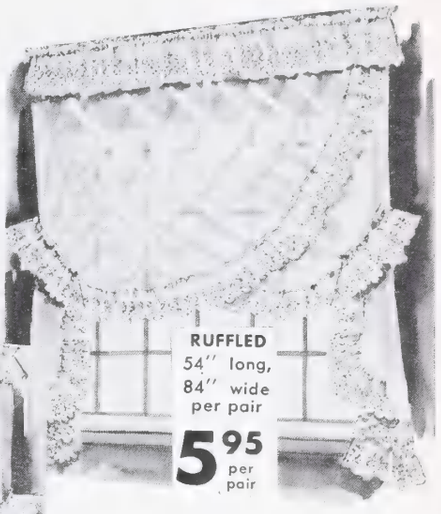
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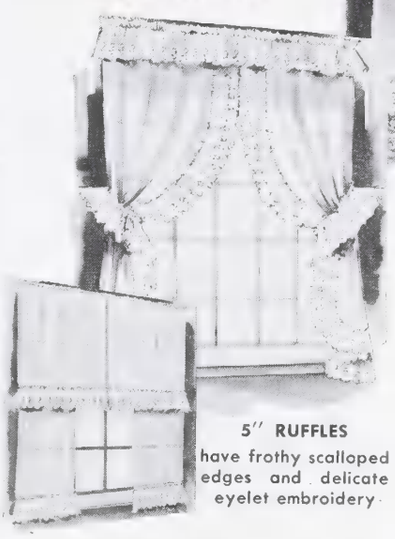
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5.95 per pair



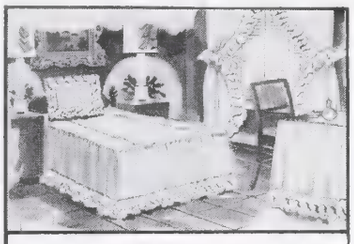
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156" (Double)	90"	15.95
228" (Triple)	72"	21.00
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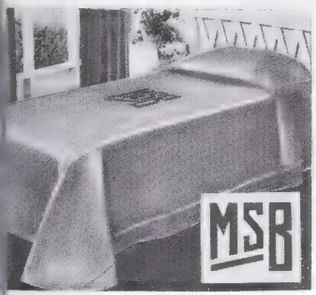
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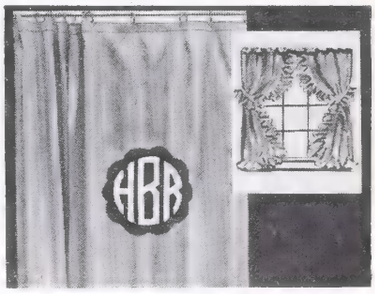
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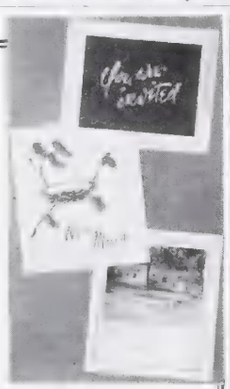
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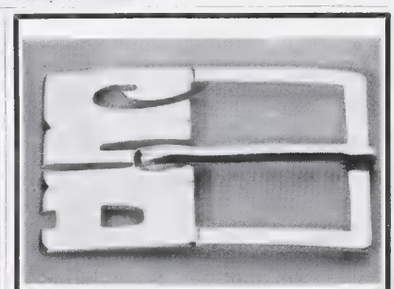


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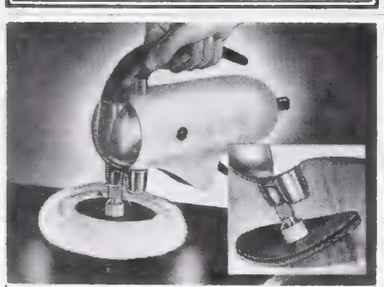


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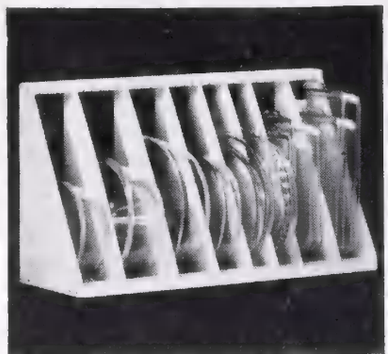
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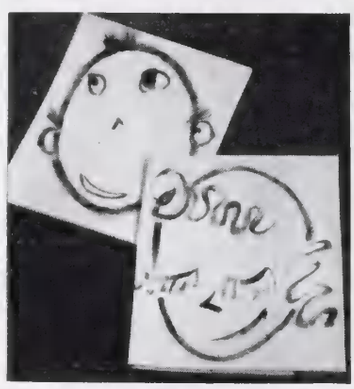
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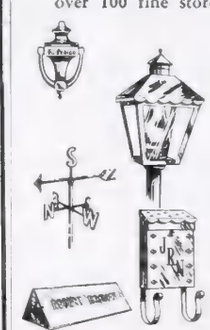
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(*Continued on page ...*

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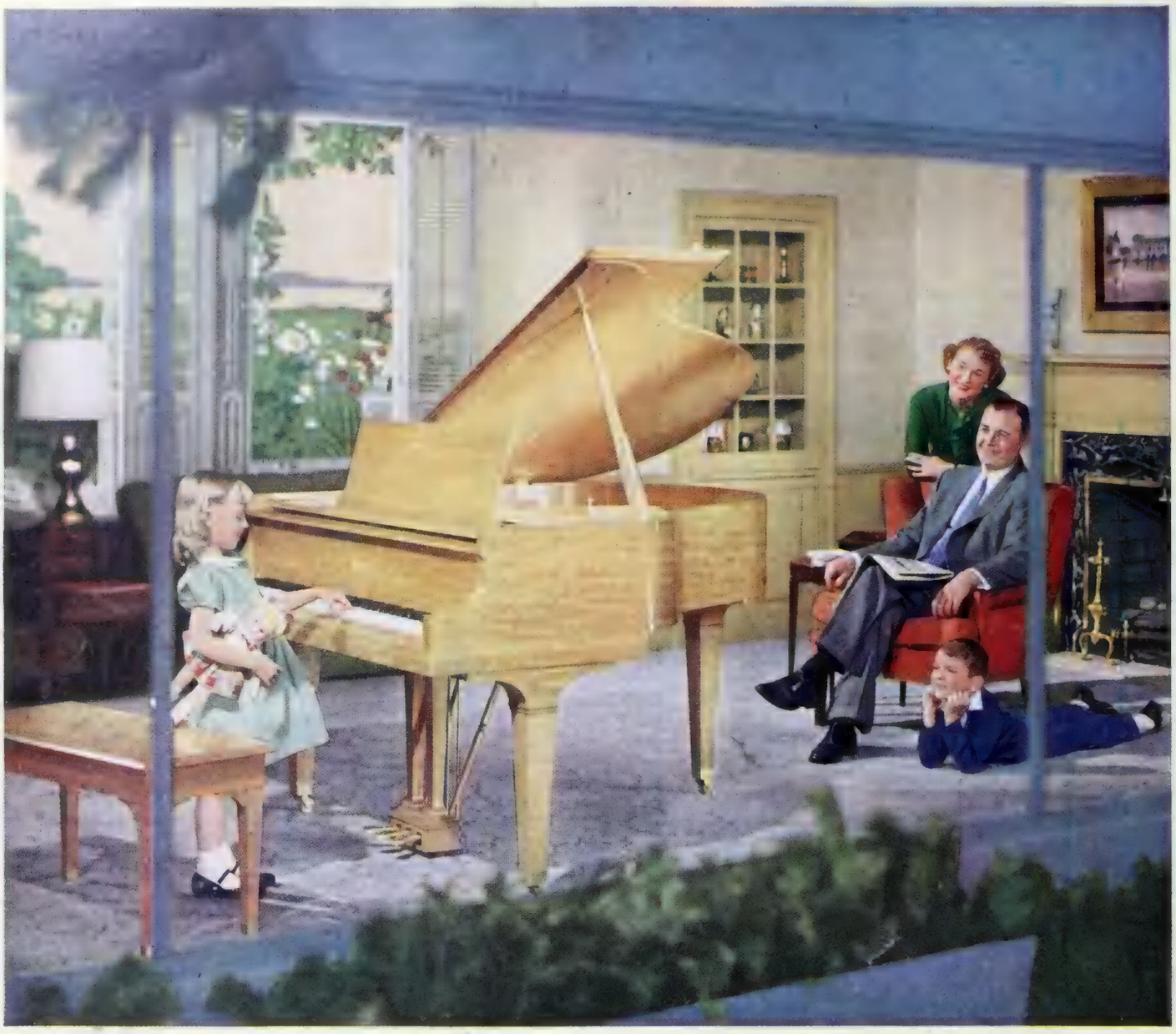
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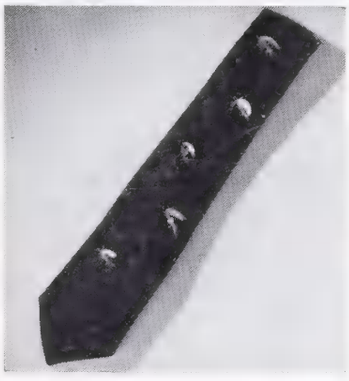
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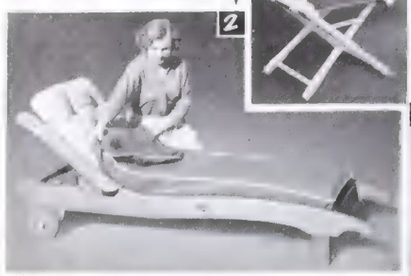
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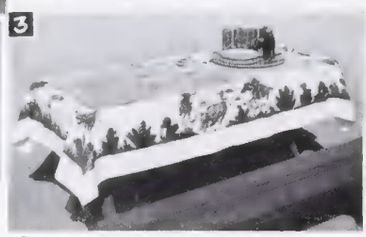
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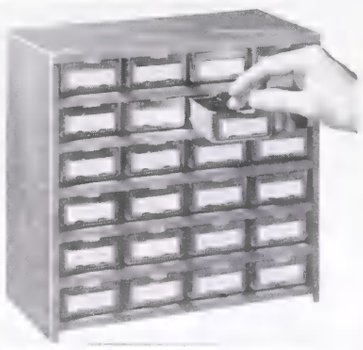
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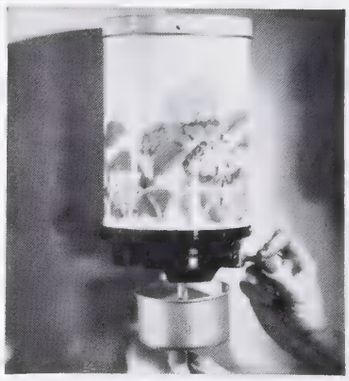
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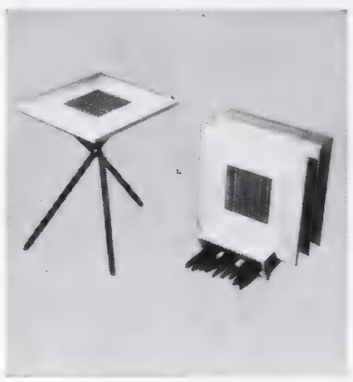
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(*Continued on page* 70)



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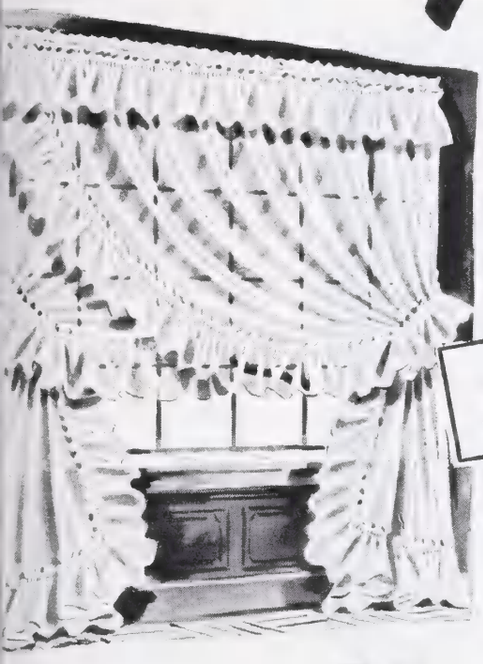
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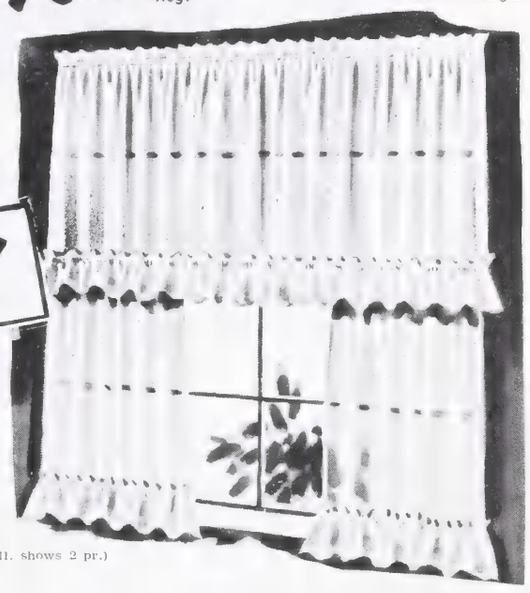
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"	63"	6.98	4.79
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"	81"	8.49	5.79
"	90"	8.98	5.98
"	99"	9.59	6.59
"	108"	9.98	6.98
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" " " "	36"	5.59	3.19
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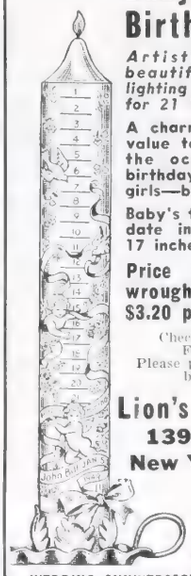
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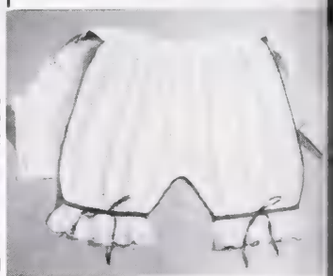


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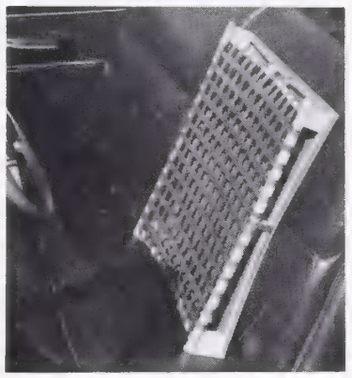
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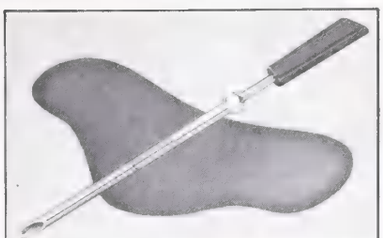
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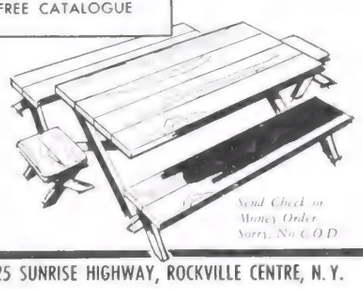


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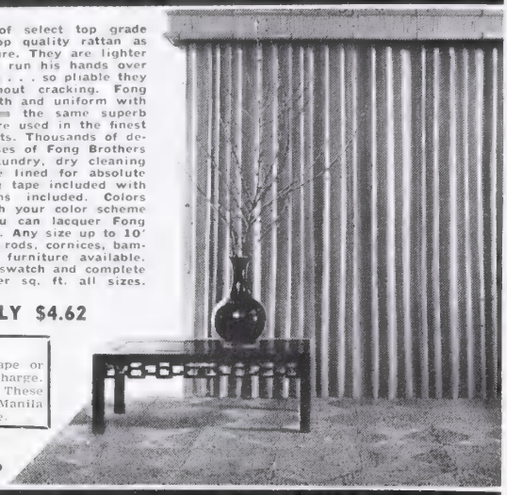


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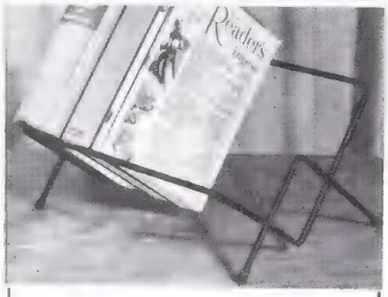
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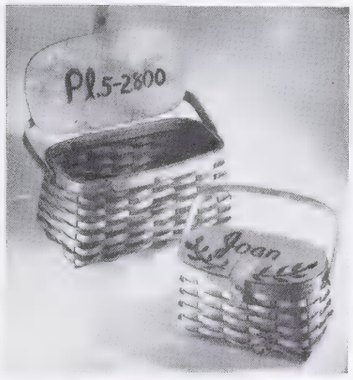
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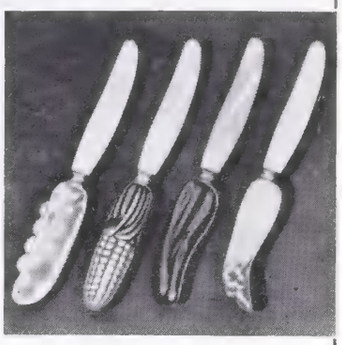
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No. 54—27	"	"	"	"	$ 78.00
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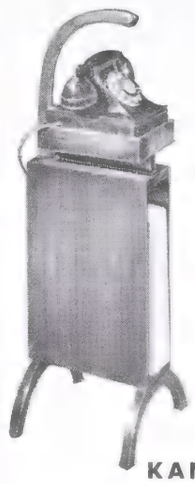
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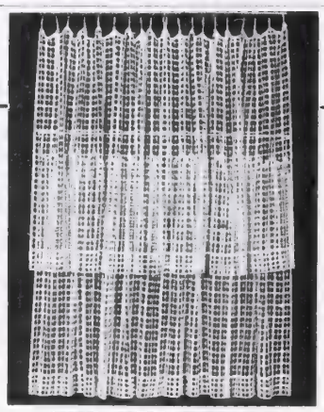
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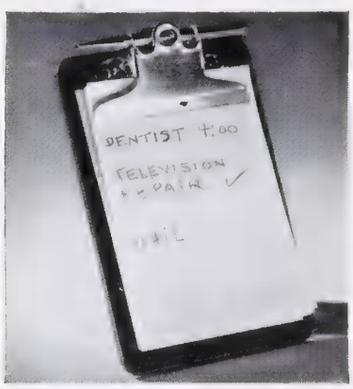
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(*Continued on page* 79)



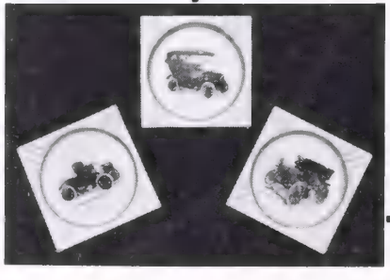
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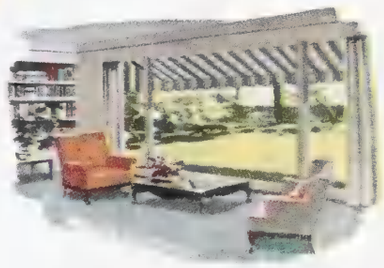
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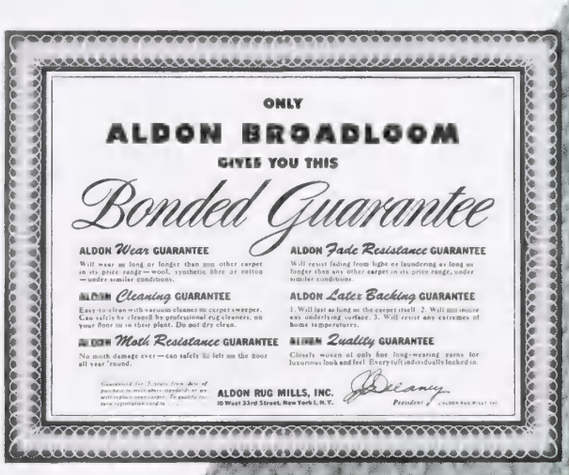
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WINDOW SHOPPING

CONTINUED FROM PAGE 74

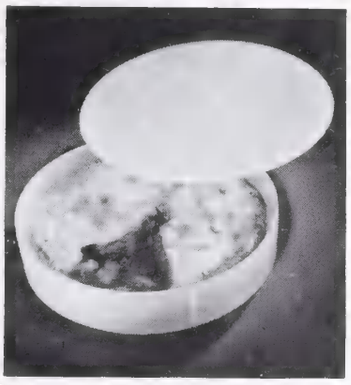
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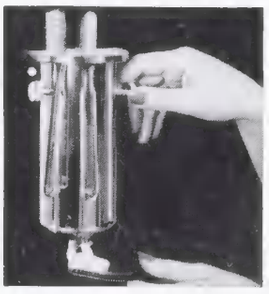
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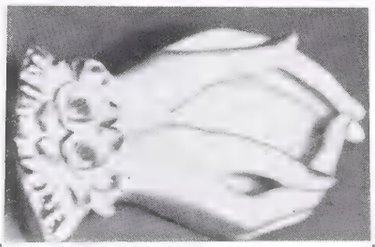


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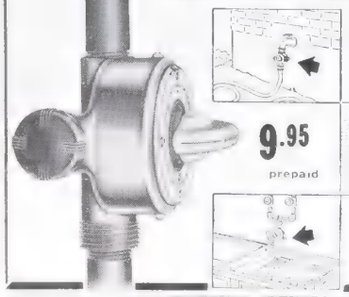
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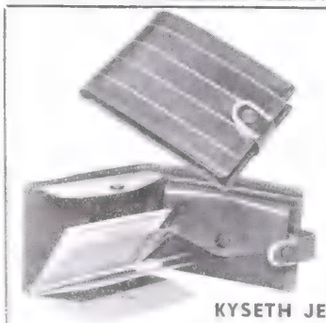
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Here's how to give your barbeque parties a new twist . . . offer guest apron instead of a napkin! It's new It makes your entertaining easy! Ma yet durable paper, size 18" x 24", wi barbeque or cocktail designs by B ster. 5 aprons in each transparent $1.00 p.p. Order your sets now for party, or send some to favorite f sure to specify design wanted. C.O.D.'s.

FIVE APRONS—POSTPAID

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SHOPPING



RIE CLOTH. You're go- have fun with this. And stick to your guns and its advice you're going weight. Ivory linen table printed in gay colors with rie-count of most foods. iare cloth. $3.95; 52" x 5.95. Matching napkins, ch. Dish towels, $1 each. om Mosley's, 11 E. Wash- St., Chicago, Illinois.



ELLE. For all the big le belles on your gift list very appealing pincushion. f sterling silver by Reed on, it will keep diamond l diaper pins in glamorous y. Velvet cushion is pink, ue, burgundy, dark blue, ald green. Remove cushion have a nut dish. About ng. The price is just $4.75 & post. Dickason Jewelry ler, Texas.



ST, INJUNS never had ood! Hand-beaded thong give you barefoot glam- ashable, supple cowhide ou practicality. And that a heel with hidden air- nersole gives you cool-as- comfort. Turquoise, white, o gold, or red sandals, in zes 3-9. $6.95. Matching ag is $6.95. Ppd. Miller o., Dept. NH. 256 E. Con- Tucson, Arizona.



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A COMPLETE STERLING STARTER SET FOR 4
Only $5.00 a Month



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Set your table with luxurious sterling now! Just name YOUR FAVORITE pattern in Reed & Barton, Gorham, International, Lunt, Heirloom, Wallace, or Alvin Sterling . . . MAIL COUPON TODAY! Send NO MONEY until you receive your complete starter set including 4 knives, 4 forks, and 4 teaspoons . . . then only $5 down and monthly. Complete sets as low as $55.00!

Anti-Tarnish CHEST Included at NO EXTRA COST!

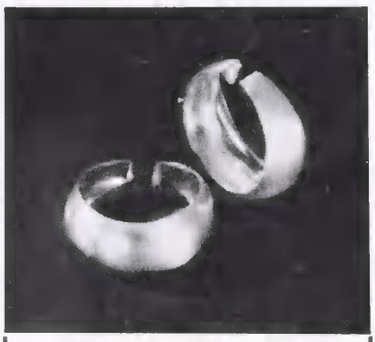
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I send NO MONEY . . . will pay $5 down and monthly when my sterling in _____ pattern arrives.

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These LOOP EARRINGS are handsomely designed in one smooth, clean swoop, to fasten to your ears just as they are: no springs or hinges to mar their beauty. Their classical simplicity makes them appropriate for all occasions. Order a pair of each for your collection and give them as gifts.

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IMPORTED Height 19" Width 18" **$49.00**

CRYSTAL CHANDELIER

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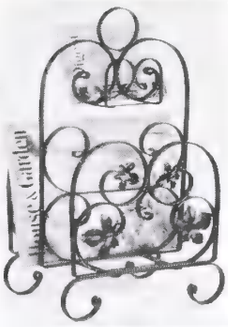


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SEND SHOE SIZE, OUTLINE OF FOOT AND $4.95
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***NEW!* DOUBLE DECKER MAGAZINE RACK**

The only rack with 2 small upper compartments to keep Digest Size Magazines within easy reach . . . plenty of room for larger magazines. Beautiful scroll and maple leaf design; choice of Verde Green or Satin Black Wrought Iron. 12" wide x 19" high.

$6.95 ppd.—50¢ extra W. of Miss. No COD's

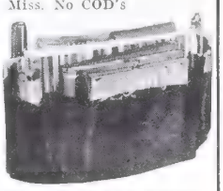
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Miniature "filing system" has 7 pockets. Holds everything in place: keys, compact, cigarettes, etc. Entire unit transfers from bag to bag. Makes a swell gift!

Black Taffeta ..... **$1.50 ppd.**
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Mustard Seed Remembrancer

. . . complete with the story* telling how faith changed 2 lives—and how it can change yours

The original Remembrancer is a crystal-clear ball containing a genuine mustard seed, and attached to strikingly handsome jewelry. Thousands wear or carry it always as a reminder that anything is possible if you *believe* it is. A perfect gift for men and women of all ages and faiths, appropriate for graduation, Mother's Day, birthdays, anniversaries—any occasion of joy or sorrow.

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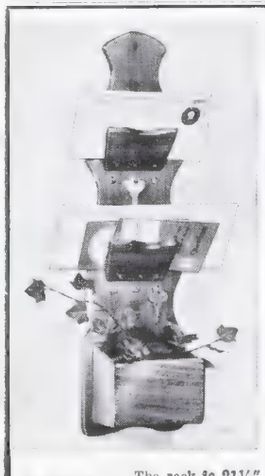
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*To attach to your own favorite jewelry

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EARLY AMERICAN PINE LETTER AND KEY RACK DECORATOR PLANTER

To get a letter, send a letter! This glad tidings letter rack will remind you to post promptly your own important mail. Incoming letters, too, will catch your eager eye! And where could you find a handier place to hang those so-easily-lost household keys?

The rack is 21½" high and 5½" wide with plastic liner for planter. Beautiful honey finish pine.

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Permanently preserve your most cherished mementos—Send any size invitation, snap shot, photo, negative, etc. and we will reproduce it on 10" white china plate. Overglazed to preserve finish. Ideal wedding or anniversary gift. Two week delivery.

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Captain's Chairs

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2 for $14.95



SMART BECAUSE—factory low prices save you money! You'll use them in every room—clean carved lines blend with all your furniture. **Completely assembled,** smoothly sanded—ready to paint, stain or lacquer. **Solid birch and maple** construction will last thru year after year of rugged use. Seat 17" x 16½" overall ht. 28½". Packed 2 of a kind to carton. Minimum order accepted, 2 chairs.

Fast delivery—shpg. chgs. collect. **Send Check or Money Order. Money-Back Guarantee.**

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EXQUISITE! EXCITING! UNIQUE!

The All-Occasion Gift

A supreme example of the oriental potter's art, transmuted by some modern alchemy into gleaming durable metal, while still retaining all the grace and color of the original. Double walled lid and white lacquered inside. Don't be disappointed, buy several for gifts. 4½" w by 5½" h.

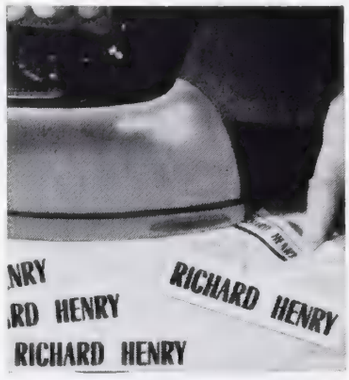
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made of Thermoplastic,
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made of sterling silver,
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No Brackets, Screws or Tools

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firmly between tile, plaster, glass, wood or concrete walls to hold your

SHOWER CURTAINS — CLOTHES DOORWAY & STAIRWAY CURTAINS

Strong, precision made rods of polished aluminum—No Suction Cups or Springs

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21" to 32"-$3.95 30" to 51"-$4.95 48" to 72"-$6.95

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A clever pocket-size pictu
in genuine leather, inscri
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scriptions: "Our Childre
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pockets hold 24 photos of
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ALL BAR. Think of this on ir screened porch, or den, or *rwhere*. Just swing open the oon doors and take orders. It ds over 60 glasses and 7 bottles liquor. With the doors closed spirits are hidden. Knotty pine mellow honey brown tone, or ogany finish, it's 27" x 7¼" 0" high. $34.50 exp. coll. (con- s not included). Yield House. ot. HB-3. No. Conway, N. H.



E BYE BARBER. Now can cut Buster's hair your- and save up to $100 a year this new Barber Kit. Best ll, it comes with a marvelous ruction booklet that will have cutting the whole family's with the deftness of an An- e. It comes with fine electric pers (plug into any AC out- barber shears, tapered comb. 5 ppd. Order from Artisan eries, Fort Dodge, Iowa.



CHANTED CIRCLE of n net—six whole yards of it— s a simple dress into a waltz . You just cut placket, gather t to fit, and sew on velvet t band. Skirt fits sizes 10-16. black, navy, red, rose, tur- se, *café au lait*, $3.98 com- with ribbon. Or 2 skirts of rent colors for 2-layer magic, . Ppd. Frances Morris, 1016 oll St., Brooklyn 25, N. Y.



Kiddy Name T-Shirts

$1 Each, White; 2 for 1.89
Maize or Blue, 1.10; 2 for 1.98

Husky T-shirts have your pet young one's name across the front in big red letters. Long-wearing cotton with shape-retaining fit. Order white, **PA3527**; blue or maize, **PA3527a** in sizes 2, 4, 6, 8, 10 and 12.

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Fill with flowers or fruit for an unusual decorative effect! Hand-woven of natural rattan with hanging loop for use on wall! Measures 6¼" across and over 12" long. Nice now—and is lovely for the autumn holidays. Order **HF5508.**



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SIX WEEKS' PRACTICAL TRAINING COURSE SUMMER SESSION

Resident Day Classes

Start July 6th. Send for Catalog R

Period and Modern styles, color schemes, draperies, all fundamentals. Faculty of New York decorators. Personal instruction. Cultural or Vocational Courses.

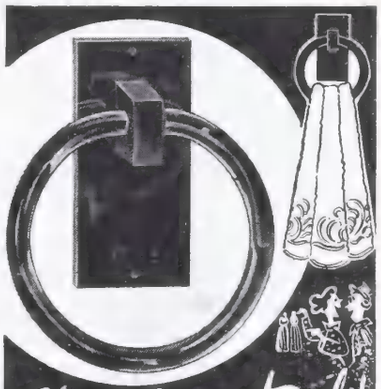
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Same training for those who cannot come to New York. Practical, useful and intensely interesting.

NEW YORK SCHOOL OF INTERIOR DESIGN

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Hang your towels on these stunning ring holders . . . ebony black, solid lucite ring and plaque add a dramatic decorator look to your bathroom! They're real space-savers, too, so be sure to order one for every member of the family. Plaque 6" x 3", ring 4½" diameter. Perfect for showers, hostess gifts, too. Satisfaction guaranteed.

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NOW! YOUR GUESTS' NAMES ON GAY

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TRADE MARK

- Smart, Permanent Design
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- Writing-Stick Included

NEW FUN FOR PARTIES
Only **$2.95** SET of 4
8 FOR $4.95

Be first with these gay new cloth RIB-BIBs! Smart, clever, useful . . . indoors or out! Ideal for barbecue, picnics, buffets, etc. Big 18 inch size with attractive brown and green permanent design. Writing-Stick included to write in names . . . personalized hospitality! Names launder out, use RIB-BIBs over and over. Have a RIB-BIB for every guest! Perfect for gifts and favors. Money back if not delighted. ORDER NOW we pay postage except on CODs.

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l the decorator's touch to blouses, lingerie, ehold items, gifts, with this sensational new orating medium. Can be used on all fabrics, tic, glass, metal, rubber, wood, leather. Will or dry clean. Snip end off tube and write or orate easily. Colors: gold, silver, green, red, , purple. To enliven your wardrobe or make onalized gifts—order several tubes today. Ex- ve national distributor.

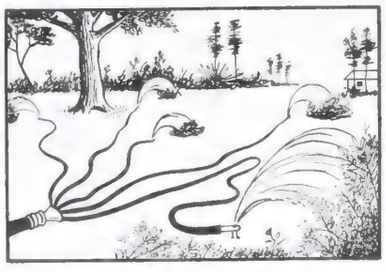
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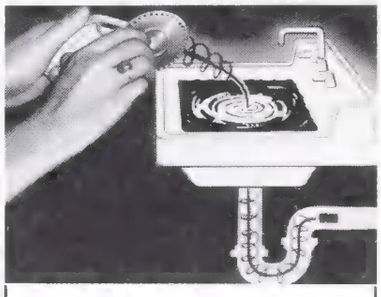
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PEG-BOARD Hook Rack



Now you can keep those dozens of kitchen utensils neatly arranged and easy to reach. Perfect for tools in workshop or garage...on closet doors or in children's room. Over 400 holes in 20 x 23 inch gleaming white board provide hundreds of arrangements with 24 hooks and 4 spring clips (for clipping recipes, etc. to board).



only $3.98 in USA & Poss.

Complete with 24 hooks, 4 spring clips, and mounting hardware. Get several . . . the "PEG-BOARD" Hook Rack makes a grand new gift.

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New Syracewood sconces-dramatic highlights for your living room, dining room, bedroom, foyer walls. Graceful curving design adds warmth and graciousness to any room. Use the white ones against a dark green or brown wall; try the elegant gold finish on your pale walls. 16" high, 6½" wide. In French Gold or White.

$9.95 the pair (express charges collect)

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INDIVIDUAL ASH TRAYS FOR THE SPORTSMAN

These colorful ceramic replicas will delight everyone. About three and one quarter inches long. Something new and different for your dinner table. Splendid, also, as individual salt cellars, nut and mint dishes. Smart for the den. A thoughtful gift for a charming hostess. Assorted colors, set of six attractively boxed. $5.00 POSTPAID

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RELAX- in the Luxury Gift



Specify men's or women's regular shoe size

GENUINE BUCKSKIN...hand-cut by Western craftsmen into handsome loafers that mold to your feet for perfect fit. Sturdy outer sole...foam rubber insole cushion. Easy to get on and off, yet hug your feet when you walk. Fold for traveling. Washable. Suntan buckskin color. Mailed postpaid. Money back guarantee.

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Take strokes off your game with Golf-Scope, the pocket range finder for golf. Just sight through aperture and read the distance to the green for each approach shot. Aluminum with distinctive luminite finish, Golf-Scope also tells which golf club to use.

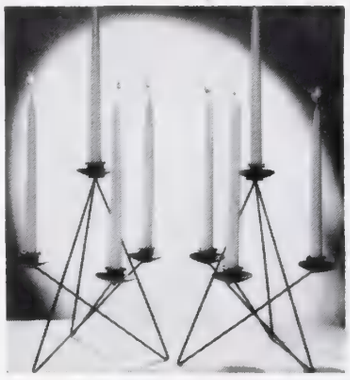
Order today . . . . only $1.25 ppd.

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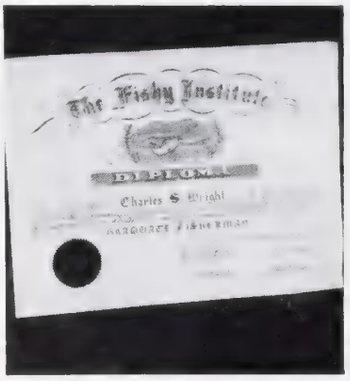
417 Fulton Road • San Mateo, California



WINDOW



STAR CANDELABRA of black iron is modern in the best Swedish tradition, is a bargain in the best American tradition. With four candle holders on each tree it stands 14" tall, has a 9" spread and a pair of them would be very smart on your porch or dining room table. Just $3.95 the pair plus 35¢ postage. We found them at Foster House, 15 Cole Court Princeville, Ill.

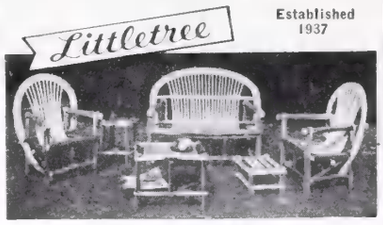


FISHERMAN'S DIPLOMA Whoever thought they'd be giving away the old sheepskin to a brag gart and a liar? Well, they are And even the most honest eele (if there are any) will get a kick out of this. Done with the flourish, hand-lettering, and name inscribing of the real thing Mighty impressive! Send name to be inscribed. Fits 11" x 14" frame. $1.25 ppd. The Priscill Shop, Box 326, Easley, S. C



BEAUTIFUL TO BE HOLDING at a buffet dinner party are these fancy dress casserole holders. As far removed from the kitchen cousins as a Mainboche gown is from a calico apron they're handmade of felt and elaborately ornamented with black poodles, cats, or fish, and spike gold decoration. In chartreuse red, gold or forest green. $2.7 each ppd. Anita Gardner, 105 57th St., New York 22.

Littletree Established 1937



. . . in '53 buy Littletree

CYPRESS WEATHERPROOF LAWN FURNITURE

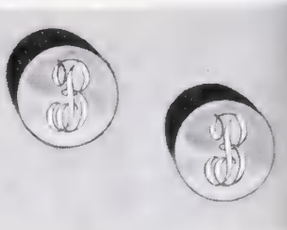
	Stripped	Natural Bark	Rustic Finish
3 pc. sets	$ 9.95	$14.95	$27.45
6 pc. sets	$21.55	26.55	37.65

f.o.b. Winter Park, Fla. Check with order. Catalogue showing chaise longues—steak—barbecue and glider sets on request.

Average weight: 6 pc. set 120 lbs. 3 pc. set 75 lbs.

Littletree Co.

Dept. HB-1, P.O. Box 123, Winter Park, Fla.



⅝" diameter

PERSONALIZED EARRINGS

$1 ppd. fed. tax inc.

24K YELLOW GOLD FINISH
ENGRAVED INITIALS
SCREW BACK
SATISFACTION GUARANTEED

Tuck a dollar bill, check or money order in an envelope with your name address and desired initial and receive by return mail these highly polished discs engraved with your choice of initials. The light, comfortable weight and handsome appearance will please you. No C.O.D.'s

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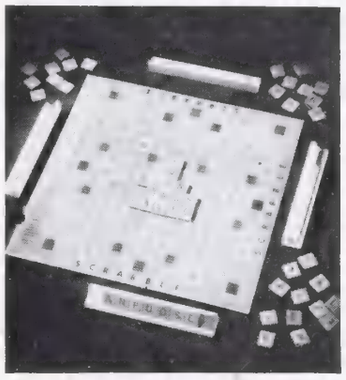
SHOPPING



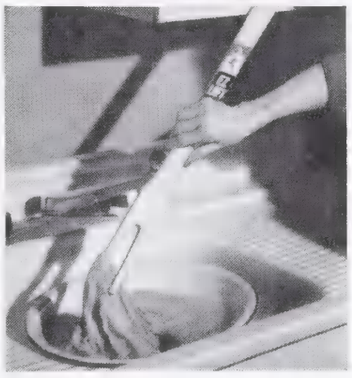
OTEM TEEPEE turns a back rd into a reservation, a blue- an'd pale face into a war-whoop- g Comanche. Made of heavy nyl plastic decorated with Cow- y and Indian designs, it sets in a jiffy, indoors or out. here's no center pole. Teepee apes over sturdy wood frame rk, is held in place by snap steners. 4′ high, 3′ square at ttom, $5 ppd. Meredith, Inc., anston 25, Illinois.



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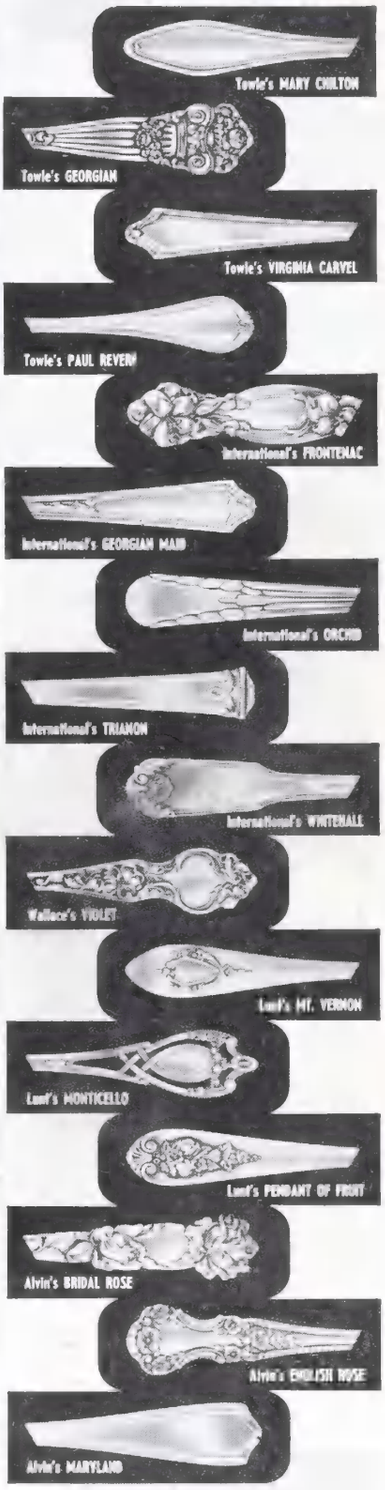
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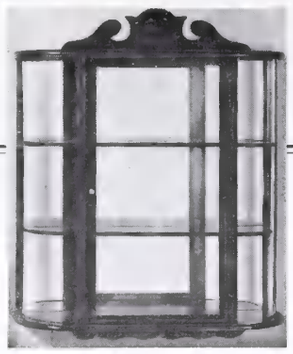


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(*Continued on page* 91)



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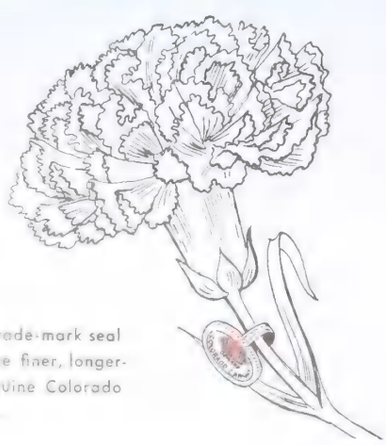
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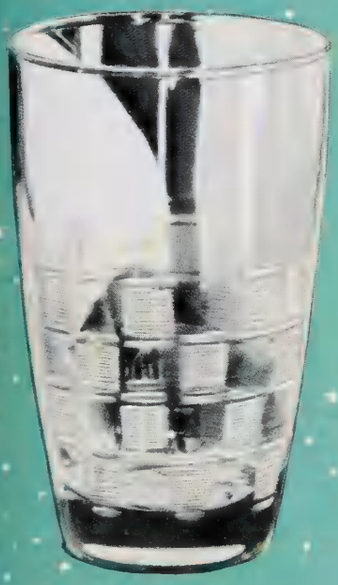
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UNITED STATES RUBBER COMPANY

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WINDOW SHOPPING

CONTINUED FROM PAGE 86

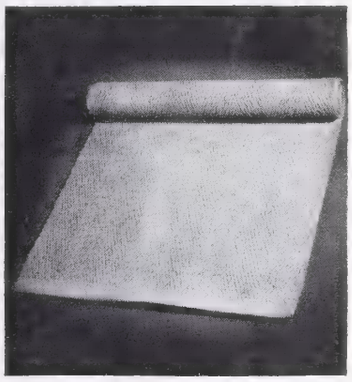
SIGNED BY AN ARCHI-T and inspired by the fa- Campaign Chair, this is the to win a man's heart. Made atural birch, seat, back, and are top grain cowhide in saddle color. Back has 4 buckles, tilts to any posi- Whole chair disassembles by apping leather, fits in lug- compartment of car. $49.50 Cumberland Furniture Co., Second Ave., New York 22.



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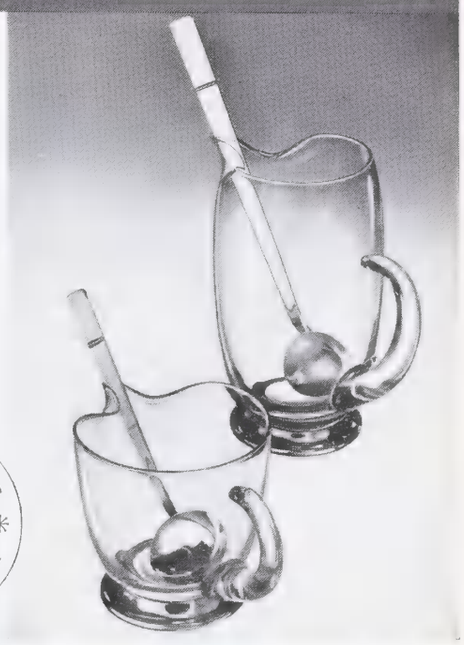
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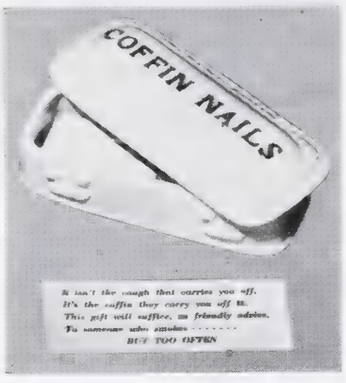
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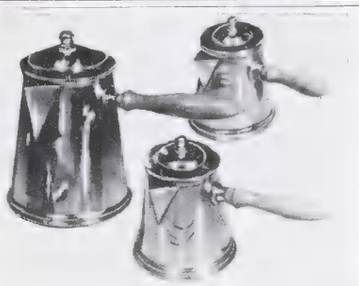
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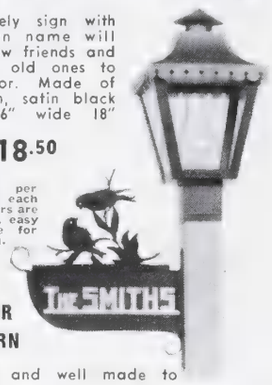
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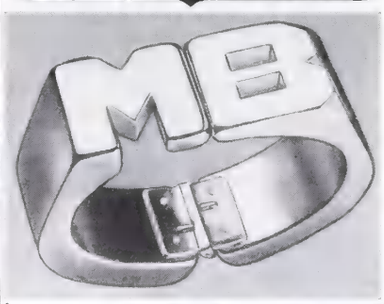
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Sophisti-cuff

THE CUSTOM-MADE INITIAL BRACELET

Here's one of those rare pieces of jewelry that looks fabulous, is fabulous in everything but price. Fully an inch wide, yet it weighs a mere 2½ ounces. SOPHISTICUFF operates on a spring hinge with both your initials meeting on your wrist. The heavy 14K gold plate makes it look good-as-gold! For yourself, for dazzling gifts.

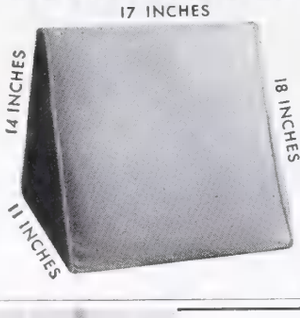
only $5.95, incl. tax & postage

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ZENITH GIFTS

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FOAM RUBBER 3-WAY PILLOW



Multi-Purpose, Comfortable TV Pillow for Floor Squatte

A comfortable, super-soft, molded Foam Rubber 3-W Pillow—for use anywhere in the house. Non-aller keeps its shape, never mats down. Use on motor tr fishing boats, in rumpus room. Wedgefoam construc prevents slipping. Just the thing for bed reader invalids. Covered in durable decorators fabric w corded edge. Gray, green, chartreuse, gold or marc Immediate delivery. Shipped anywhere.

POSTPAID $11.9

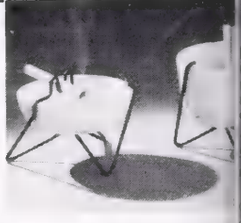
The Foam Rubber Sto

1829 E. 13th STREET DEPT. 29 CLEVELAND 14, O



The Old and the New

Reproduction of Old Chinese Crackleware pottery combined with newness of black structural metal and the result is simple enough for modern, handsome enough for traditional. Choice of colors: White, Chinese Red or Chartreuse.



Pair of candlesticks $3.95 ppd. ● Any single item $2.25 ppd. ● Cigarette urn and Ashtr $3.95 the set ppd

The Village Vendors ● DEPT. 5-E, 11733 Barrington Court, Los Angeles 49, C

SHOPPING



HEN SAMPLERS, an- duet in the fun-to-finish that you've bought like hot come with the mottos ed on superfine white linen. embroidery floss necessary. ack frames, each 9" x 11". easy-to-follow instructions. s are: "I love to cook with- ook" and "A Stew to Make. e to Bake." $3.95 the pair Susan Smith, Dundee, Ill.

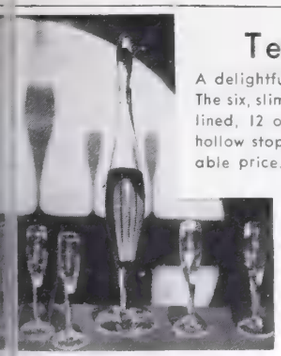


LDE BRIAR PIPE by Little more need be said. ong pipe-smoking men of tanding, an Orlik pipe is mous with the best. With Billiard" you get proud anship, distinguished ap- ce, and a cool, sweet smoke. n-made of selected briar in ut finish, it's wrapped in for your Man of Distinc- n Father's Day. $6.50 ppd. Orlik, 745 Fifth Ave., N. Y.



OF CHARM glitters on wrist when you wear this et. Gold-filled chain has a recious "chunk" dangling lt, encased in a frame of wire. You have a choice est-to-goodness aquamarine, lline, amethyst, rose quartz, laz. $5.95. For each addi- stone, add $3.95. Tax and e incl. Aimee Lee, 545 Ave., New York 17, N. Y.





Tear-drop Cordial Set

A delightfully modern liqueur set; with a sleek tear-drop design. The six, slim, one ounce cordials stand 4½" high;—and the streamlined, 12 ounce, crystal Decanter is 13" to the top of its clear, hollow stopper. A glamorous gift, at a reasonable price. **$5.50** (for the set), postpaid.



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UMMER HATS and BAGS

ng Dress-Alikes for Mother and Daughter

gascar straw smartly trims these matching nd bags of navy, brown or white butcher (other colors, special order); perfect for r country; easy to care for!

ags, usable as handle- or shoulder-boy style: 's, $4.50; Daughter's, $3.50.

straw brim hat, sure to flatter, adjusts to 50.

hown) Clip-on Halo linen hat, straw orna- delights the young crowd: $2.25.

ns postpaid. Send check or money order. No COD's.

DELSON HOUSE, POMONA, KANSAS

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MACY'S SILVER CLUB PLAN

- Receive your entire set with your first payment
- Choose from over 190 patterns by Gorham, Towle, Wallace, International, Reed & Barton, Heirloom, Lunt, Stieff, Watson, Smith, Alvin, Whiting, etc.
- For 4 place settings (24 pieces) $5 down, $5 a month;
- For 8 place settings (36 pieces) 7.50 down, 7.50 a month;
- For 8 place settings (48 pieces) $10 down, $10 a month;
- For 12 place settings (72 pieces) $15 down, $15 a month;
- You may take up to two years to pay.
- You never pay more than the nationally advertised price. And in some cases you pay even less, including carrying charge where it applies.
- Receive without extra charge, a wood anti-tarnish silver chest. 6-piece place setting includes: 1 each luncheon knife, fork, teaspoon, salad fork, cream soup spoon, butter spreader. Silver Shop, Street Fl.
- FREE with your order . . . a beautiful salt spoon lapel pin in the identical pattern you choose.

$5 DOWN, $5 MONTH

for your 24 piece sterling silver set

MACY'S, Box 70, N.Y.C. (1) HB-5

Enclosed, $_____ down payment

No. of settings_____

Pattern_____

Name_____

Address_____ Apt. #_____

City_____ Zone____ State_____

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from Georgia's Blue Ridge Mountains

Striking Designs by GEORGE HITT

America's Foremost Silhouette Artist

- **Inspired Creations**
- **Elegant Beauty**
- **Distinctively Different**

$1.00 BOX PREPAID

Makes every letter more unforgettable. Famous and delightful Series of designs of Miss Priss, Bare Foot Boy and Cuz Cotton Tail—15 assorted pieces in gift box. Informal folded notes (5½" x 4½") add new charm and beauty to your home when framed; note paper 5½" x 4½"; Flat—5½" x 8½". MONEY BACK GUARANTEE; Order today stating size and style, enclosing cash or money order.

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RELIEF PITCHER

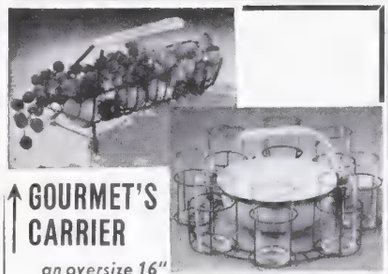


It's handy to have a pitcher of icy cold water on the night-table in your room, the guest-room and, of course, the nursery in case of wee morning thirsts. This vacuum pitcher will keep a good supply cold all night, and an ulcer patient can use it to hold warm milk through the night. Keeps things hot or cold.

$6.95 *postpaid.*

Page & Biddle

21 Station Road **Haverford, Pa.**



GOURMET'S CARRIER

an oversize 16" perfect for . . .

***French Bread**
***Fruit**
***Flowers**

(Holds 3-3" potted plants) Wrought iron with brass ball feet and straw - wrapped handle.

$5.95 *ppd.*

Satisfaction guaranteed or we pay return postage.

SIP 'N SNACK

a compact one-hand carrier of wrought iron

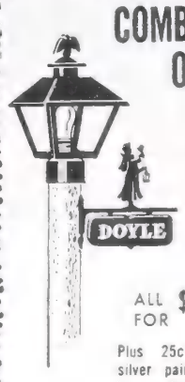
***Holds 8 glasses**
***Removable 8" Yellow Metal Bowl included for Pretzels, Ice, Fruit. Napkins can be gaily inserted in between the glasses . . straw-wrapped handle . . 13" overall BOWL and CARRIER only $4.95** *ppd.*

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gift sources *selections by* ***LOUISE WEST***

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COMBINATION OFFER



No. 980 Lantern **$7.95**
8 Foot Cedar Post **3.00**
Silhouette Sign **7.95**

Tot. Val. **$18.90**

ALL FOR **$14.95**

Plus 25c per letter for silver painted lettering on house sign. Count letters on BOTH SIDES of sign.

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SWEDISH ELEGANCE
COPPER COFFEE SERVICE

Dazzle your guests at your next Coffee Klatsch with the beauty and refined good taste of this 3 piece, elegant Copper Coffee Service. The 4-cup pot with matching sugar and creamer are perfect for serving. Handcrafted of "Old World" copper, each piece is brightly tinned inside. Faithfully copied from true Colonial pattern, complete to the natural wooden side handles. This remarkable value is imported especially for Helen Gallagher.

Order by Mail—All Helen Gallagher gifts must delight you or money refunded! **$9.95** postpaid

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This lovely sign with your own name will guide new friends and welcome old ones to your door. Made of aluminum, satin black finish. 16" wide 18" high. **$18.50**

Add 30¢ per letter for each side. Letters are aluminum, easy to remove for refinishing.



COPPER LANTERN

Graceful and well made to last for years. Black finish matches sign. 19" high 8½" wide **$28.50**

Lantern 21" high 11" wide $38.50

Prompt Delivery. Prices f.o.b. Wheeling

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Hagerstrom METALCRAFT STUDIO

Handcrafted Specialties since 1922 -Weather-vanes, Mail Boxes, Door Knockers, etc.

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BUY THE BEST!

AFRICAN CAMP CHAIR AND SADDLE STOOL

Madden Products brings you a new, improved Camp Chair and its handsome complement, the Saddle Stool. Both have heavier frames, extra-heavy slings and new beautiful vat-dyed colors: Orange, Green, Black, White, Yellow or Terra-cotta. The Camp Chair is full size, not an undersized version! Do not accept inferior substitutes! When you buy these chairs, you buy the best.



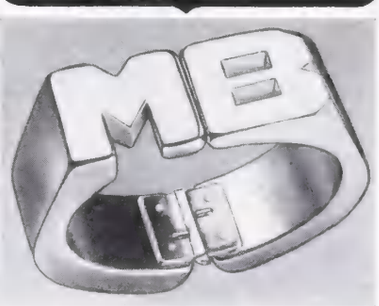
African Camp Chair
Regularly $14.95. Now only **$10.95**
In top grade saddle leather **$29.95**
Rejects (not guaranteed) . . **$ 7.45**

Saddle Stool
In extra-heavy duck canvas **$ 7.75**
In top grade natural leather **$10.50**
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Shipped to you express collect. Money back guarantee. Send check or M.O. for C.O.D., add 25¢ more. Use coupon for free catalog.

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Here's one of those rare pieces of jewelry that looks fabulous, is fabulous in everything but price. Fully an inch wide, yet it weighs a mere 2½ ounces. SOPHISTICUFF operates on a spring hinge with both your initials meeting on your wrist. The heavy 14K gold plate makes it look good-as-gold! For yourself, for dazzling gifts.

only $5.95, incl. tax & postage

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WINDOW



FRIENDSHIP PHOTOS fair exchanges between cl mates, now that graduation ti is near. Just send in your port or negative (it will be returne and you get back 20 pictures fr one pose. They measure 2½" 3½", just right for carrying a wallet or showing off under glass top of a desk. $1 p Friendship Photos, Dept. Y Quincy 69, Massachusetts.



THREE TIERS FOR TI HOSTESS to roll out onto porch as a luncheon cart or wagon, to roll into the liv room for TV suppers, is hea on wheels for the woman v likes casual living. The 3 shelv 13" x 20", are rimmed to ch sliding dishes. Steel legs ext to form a handle. Chinese with gold leaf design, 32½" hi $9.95 ppd. The Mail Box, L bard, Illinois.



MEDALS FOR THE CHI who is receiving her First H Communion, or making her C firmation, are these plastic pe ants. You may have either Miraculous Medal or the Sac Heart imbedded in a pla prism. Both come with an sterling chain. Either would b fitting commemoration for great a day. $2 each ppd. Bar-V Plastic Creations, 4 Van Hou St., Nyack, N. Y.

NEW! IMPROVED!



Trash Disposal Unit Burns Refuse Safely

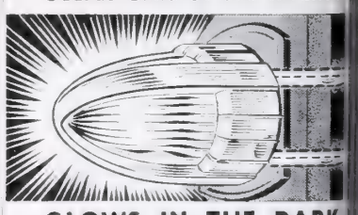
A new type outdoor dispose-all unit safely, quickly burns trash and garbage in any weather. Damp, green, dry refuse is fully consumed. Scientific draft design eliminates fire hazard of flying ash, sparks—minimizes smoke, smell. Nothing to get out of order. Needs no watching. Ends refuse hauling and fire hazards to quickly pay for itself. Measures 20" sq. at base by 34" high. 2 bu. cap. Sturdily built. New hinged top with handle. Recommended by Bureaus of Fire Prevention. Full price Model E **$12.95** postpaid. Money back guarantee.

DELUXE WEATHER-RESISTANT MODEL EC—Same specifications as above plus a baked-on, dull gray, ceramic coating that's rust resistant regardless of climate. Efficient—attractive—lasts for years. Money back guarantee. Priced at **$15.95** postpaid.

DELUXE WEATHER-RESISTANT MODEL D—Weather-protected with baked-on, dull gray ceramic coating. Bigger, more efficient—measures 43" high by 24" sq. at the base with 3 bu. cap. Complete with grate. New hinged top with handle. Money back guarantee. Priced at only **$21.95** postpaid. Send check, cash or money order for model desired to:

ALSTO COMPANY
Dept. HB-5, 4007 Detroit Ave., Cleveland 13, O.

Amazing New Night Light Guards Children and Invalids



GLOWS IN THE DARK
Plugs in any socket—AC or D

Just out! Sensational, new night li smaller than a walnut, gives safe, protec light in the dark. SAFE, unbreakable, he plastic shell protects COLD Neon gl Can't burn. Ends child's fear of the d Ends forever, danger of groping in the d Soft, diffused glow can't keep you awe Plugs in any socket.

Costs only 5¢ a Year for Electrici

No bother, let it burn night and day, I not noticeable in daytime. Ideal for nurs hall, bedroom, bathroom, wherever move around at night. Special introduc price, 2 for $1—6 for $2.79. Order to from

NITE-GUIDE LIGHTS, Dept. 163
195 Forest Winnetka

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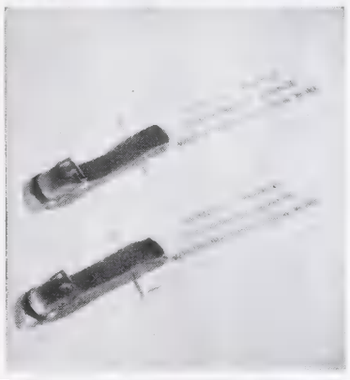
LEEK CHINA—the pride nyone who claims spiritual ith the land of peat bogs and ting carts, sought after by ctors, cherished by lovers of tiful workmanship. So here are: Irish Belleek with its ous mother-of-pearl glaze, gg-shell thinness, taking the e of a cream pitcher and a bowl. $4.85 the pair ppd. les R. Service, Inc., 442 E. ado, Pasadena, California.

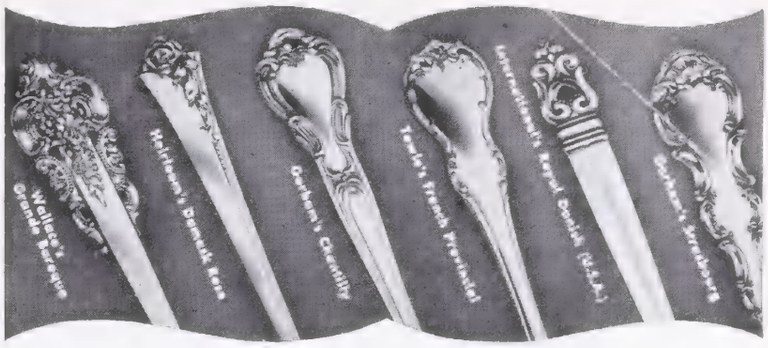


K THE BUCKET that be the most useful and the handsome. That means this alast giant-size ice bucket a 114-cube capacity. It's -bright, has a Fiberglas in- on, aluminum inner lining, mmered finish. Highly pol- bands encircle it, and it's able even in hot water. 10″ x ″, and $12.98 ppd. Renard, ifth Ave., New York 17.



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- Receive your entire set with your first payment
- Choose from over 190 patterns by Gorham, Towle, Wallace, International, Reed & Barton, Heirloom, Lunt, Stieff, Watson, Smith, Alvin, Whiting, etc.
- For 4 place settings (24 pieces) $5 down, $5 a month;
- For 6 place settings (36 pieces) 7.50 down, 7.50 a month;
- For 8 place settings (48 pieces) $10 down, $10 a month;
- For 12 place settings (72 pieces) $15 down, $15 a month;
- You may take up to two years to pay.
- You never pay more than the nationally advertised price. And in some cases you pay even less, including carrying charge where it applies.
- Receive without extra charge, a wood anti-tarnish silver chest. 6-piece place setting includes: 1 each luncheon knife, fork, teaspoon, salad fork, cream soup spoon, butter spreader. Silver Shop, Street Fl.
- FREE with your order . . . a beautiful salt spoon lapel pin in the identical pattern you choose.

$5 DOWN, $5 MONTH
for your 24 piece sterling silver set

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Enclosed, $_____down payment
No. of settings_____
Pattern_____
Name_____
Address_____Apt. #_____
City_____Zone____State_____

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Striking Designs by
GEORGE HITT
America's Foremost Silhouette Artist

- **Inspired Creations**
- **Elegant Beauty**
- **Distinctively Different**

$1.00 BOX PREPAID

Makes every letter more unforgettable. Famous and delightful Series of designs of Miss Priss, Bare Foot Boy and Cuz Cotton Tail—15 assorted pieces in gift box. Informal folded notes (5½″ x 4½″) add new charm and beauty to your home when framed; note paper 5½″ x 4½″; Flat—5½″ x 8½″. MONEY BACK GUARANTEE; Order today stating size and style, enclosing cash or money order.

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RELIEF PITCHER



It's handy to have a pitcher of icy cold water on the night-table in your room, the guest-room and, of course, the nursery in case of wee morning thirsts. This vacuum pitcher will keep a good supply cold all night, and an ulcer patient can use it to hold warm milk through the night. Keeps things hot or cold.

$6.95 *postpaid.*

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21 Station Road Haverford, Pa.

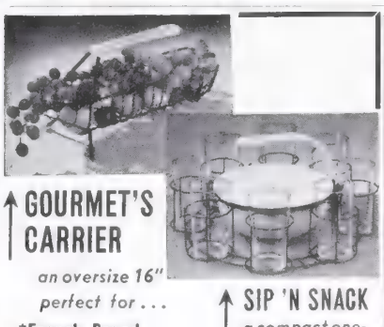


PLASTIC, METAL-LINED
BEAUTILITY LUNCH KIT*
with
- ½ pt. vacuum bottle
- Plastic napkin case with Clear plastic sandwich bag
- Supply of napkins

Complete Set—$4.95
with 2 chrome-plated initials
For School, Office, Beach, Picnics, Travel

The cleverest, cutest lunch kit ever invented! Carry with or without vacuum . . . looks exactly like smart drawstring handbag. Attractive, washable ripple plastic—gayly designed in red, green, blue or yellow. Additional initials 25¢ each. Same, but larger kit with 1 pt. bottle vacuum—$6.95. Send check or money order. Mention color desired. Sorry, no C.O.D.'s.

Beautility Mfg. & Sales Co., 1239 St. Nicholas Ave.
Dept. HB5 New York 32, N. Y.
*Pat. Pend.



GOURMET'S CARRIER

an oversize 16″ perfect for . . .

*French Bread
*Fruit
*Flowers

(Holds 3-3″ potted plants) Wrought iron with brass ball feet and straw-wrapped handle.

$5.95 *ppd.*

Satisfaction guaranteed or we pay return postage.

SIP 'N SNACK

a compact one-hand carrier of wrought iron

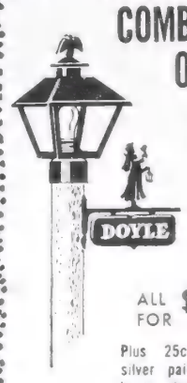
*Holds 8 glasses
*Removable 8″ Yellow Metal Bowl included for Pretzels, Ice, Fruit. Napkins can be gaily inserted in between the glasses . . straw-wrapped handle . . 13″ overall

BOWL and CARRIER only **$4.95** *ppd.*

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SPRINGDALE • CONNECTICUT

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No. 980 Lantern $7.95
8 Foot Cedar Post 3.00
Silhouette Sign 7.95
Tot. Val. $18.90

ALL FOR **$14.95**

Plus 25c per letter for silver painted lettering on house sign. Count letters on BOTH SIDES of sign.

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PHILADELPHIA 7, PENNA.



Your monogram inlaid
ON OUR QUALITY FLUSH DOORS

Personalize your home with your initials inlaid in fine woods — fashioned to suit your taste and the architecture of your home.

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MONOGRAM DOOR CO.
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The Perfect Year 'Round

GIFT for MOTHER



Your GIFT membership will start with these "Tropic Glamour" Caladium Bulbs, which will produce mammoth, beautifully mottled leaves of many shades.

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Every month she will receive (1) a selection of lovely, unusual plants or bulbs chosen by experts; (2) complete planting instructions; (3) interesting history of flower. GUARANTEED TO GROW.

BONUS—New, Exotic Imported Bulb. Full Year Bonus: 32 page book, "How To Grow and Bloom House Plants." LOVELY GIFT CARD WILL BE SENT MOTHER BEARING YOUR NAME. Order today.

SIX MONTHS MEMBERSHIP $5.00 6 monthly selections plus bonus. { **FULL YEAR $10.00**

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Gentlemen:
Here is my check or money order for ☐ $5.00 6 months ☐ $10.00 1 year. Please send to person's name on attached card.

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Address.....

City..... State.....



Old Bennington KEY CABINET

Keys stay put until you need 'em in this handy cabinet of hand-rubbed pine with brass key rings. Pencil in rooms and use for each key on wooden tags that slide in and out . . . and from then on you'll always know where your keys are. Makes a unique house gift.

6-key tag cabinet, 7½" high, **$2.95** ppd
10-key tag cabinet, 11" high, **$3.95** ppd
No C.O.D.'s, please
Write for Catalogue B53

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Removes Spots

LIGHT'NING FAST! KLEENS



Watch those dirt spots vanish like magic from your rugs, upholstery and clothes! Here's the miracle foaming bubble cleaner—KLEENS! Removes chocolate, milk, cooking fats, grit, wax, shoe polish, beverages of all kinds and animal mishaps safely, quickly!

TIME-TESTED

KLEENS is the result of many years of experience and research. Never before offered to the public. Been used for years professionally by upholsterers, rug and furniture dealers. Now you can have your rugs bright and clean—ready to walk on in seconds! And you can really SAVE MONEY by cleaning your own clothes with this unusual product. Comes with complete instructions for use. Sold only by mail. Send check or money order NOW—8 oz. Bottle with Finger-tip Sprayer Only $1. SPECIAL INTRODUCTORY OFFER—8 oz. bottle, sprayer plus $2.00 quart can—all for only $2.50 Postpaid. No C.O.D.'s please.

8 OZ. BOTTLE WITH SPRAYER

$1.00 POSTPAID

BEACON SPECIALTY CO.
11 Beacon St., Dept. 109, Boston 8, Mass.



WINDOW



THE QUEEN'S HEAD d
rates the handle of this le
opener, as does the date of
Coronation. Give it to y
daughter as a souvenir of on
England's finest hours, and sh
feel almost as if she had b
sitting in Westminster Abbey
June 2. Made in Sheffield, E
land, of silverplate on cop
it's 7½" long, costs $1.25 p
Zenith Gifts, 2674 Valentine A
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CHAIRMAN OF THE B
is the new gavel-shaped dot
jigger that measures out pot
to please your two-fisted drinl
uncle or your lorgnetted A
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ures 2 ounces from one side
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With walnut handle, $12 incl.
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Makes A Wonderful Gift

Foldmaster PATENTED — THE AMAZING NEW MODERN HI-CHAIR

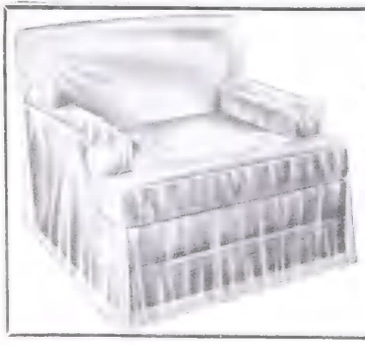
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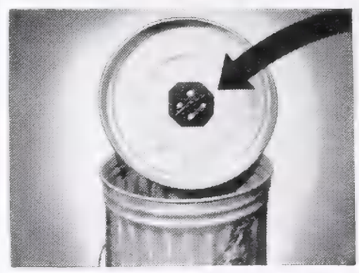
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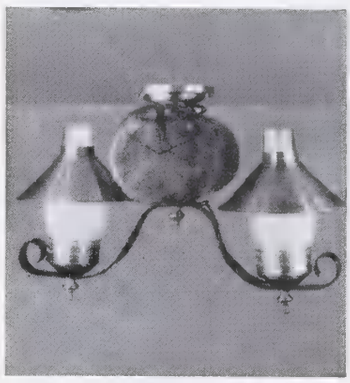
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KELETONS in the closet as these glamour hangers. will you swing wide the nd show guests what a ressed closet wears. Hard- gold-trimmed 18" coat s come in black, wine, green, brown, or natural. press-on disc is etched with Hat stand matches hanger. h. Without initial, $1.75. erne Marling, 181 Martine White Plains, N. Y.



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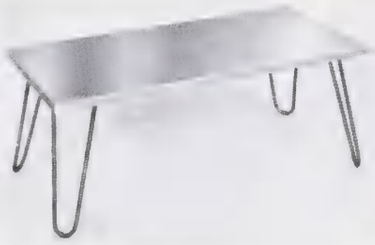
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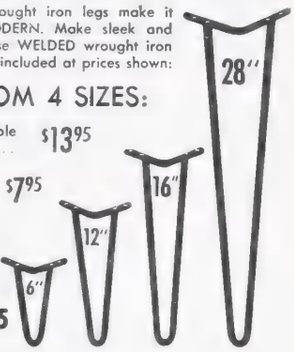


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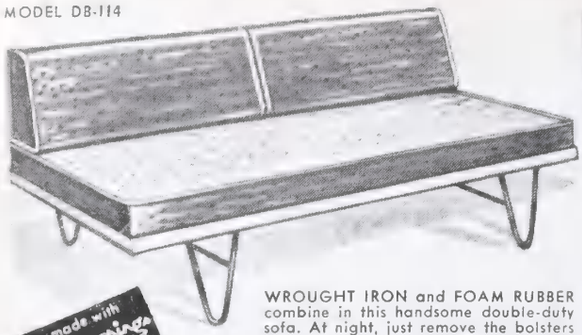
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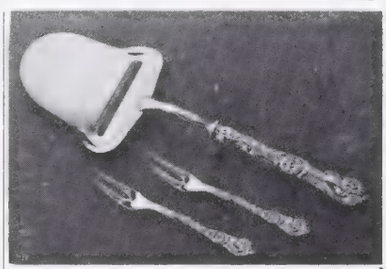


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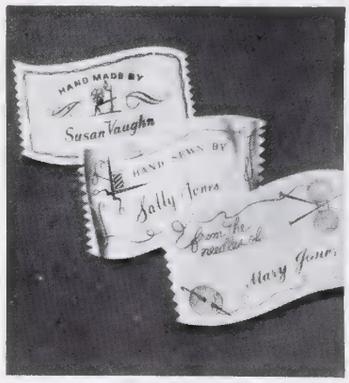
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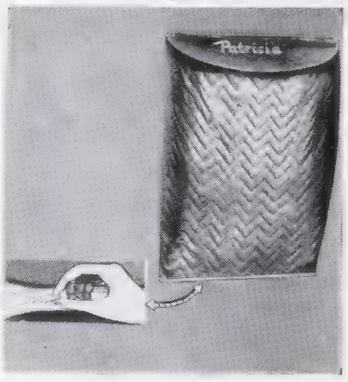
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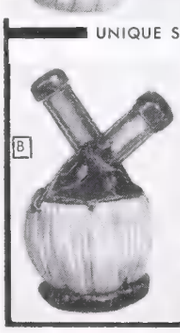
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A



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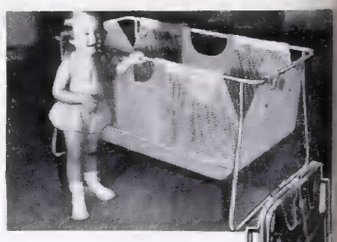


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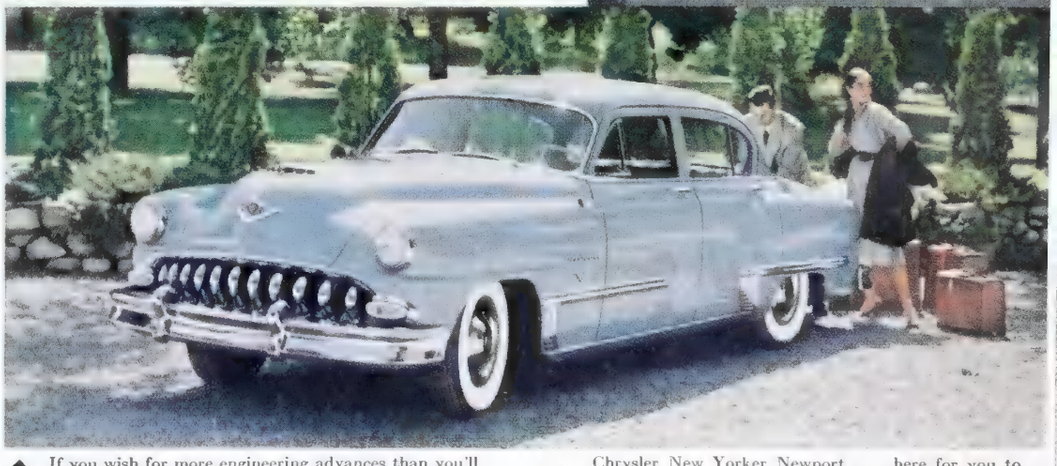
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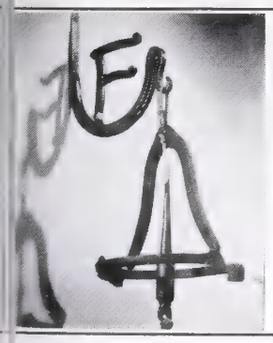


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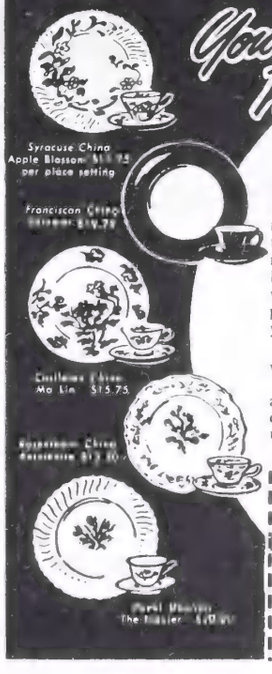
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Service for 8: 8-10" dinner plates, 8 soup bowls, 8 cups, 8 saucers, 8 bread & butter plates, 8 fruit plates, covered sugar, creamer, open vegetable dish, serving platter 53 pieces.



Crystal Stemware: 8 goblets, 8 wine glasses, 8 champagne glasses. 24 pieces.



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was the model for the original design on this handsome copper waste basket.

You may have the same basket decorated with any breed of dog.

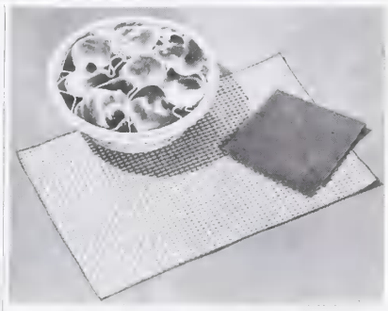
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Our colorful bun cozy sits in a handsome Madeira basket . . . holds 12 buns in bright gingham pockets. COZY opens flat for easy ironing. Use the basket for bread, fruit, popcorn and tidbits, too. $2.25 (Extra cozies, $1.25 ea.)

MATCHING CHECKED GINGHAM PLACE MATS with solid color napkins . . . delightful for those informal meals indoors, or dining on the patio or terrace. Settings for 4 . . . . . $3.00

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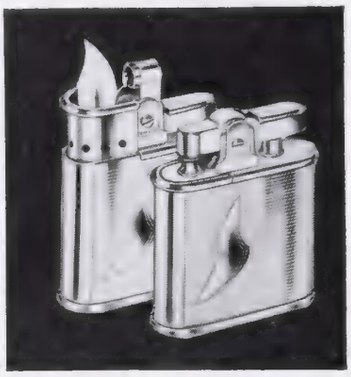
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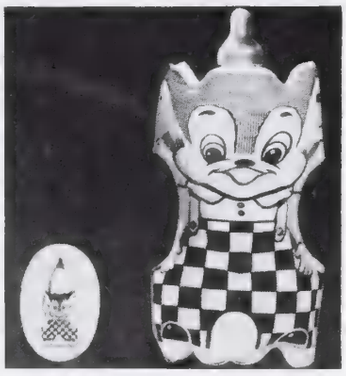
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BOTTLE BOUNCER is a insurance policy against br age when Buster starts practic Tarzan tactics on his form The plastic kitten bottle ho is inflatable and provides a c ion of air in case His Nibs d —or heaves—his supper. Just flate and slip bottle inside. and blue kitten is $1.35 ppd. ron Products. 219 W. Chic Avenue. Chicago 10. Illinois.



THE GALLERY TRAY wedding present you can proud to enclose your card w The bride will use it to s cocktails to six guests, to mail on the hall table, to c coffee for two out into the s summer night. Of highly polis silver plate on copper, it has feet, porringer type hanc chased center 7⅛" in diam $7.21 incl. tax, post. Mac Herald Square, New York 1.



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SHOPPING





S & HERS TABLES, d-new and just in time for ng brides, would be a gay ent for newly-wed TV diners. 're chair-side height, come in k with decorative gold letter- and measure 16½" x 14" x high. They fold flat for closet ge, cost $10.95 the pair. Ppd. Bar Mart, 62 W. 45th St., York 36, N. Y.



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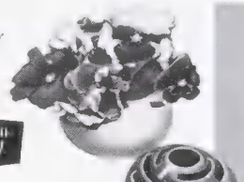
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DAY-n-NIGHT MARKERS

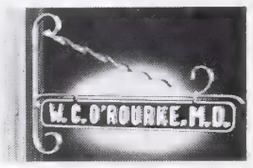
These attractive markers make it easy for friends to find your home DAY-n-NIGHT — and they make thoughtful gifts! The permanent, embossed letters are treated with the material that makes highway caution signs sparkle in your headlights — even a dash of moonlight makes DAY-n-NIGHT Markers gleam!

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- Reflector lettering on both sides
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- Lifetime aluminum plates — rustproof
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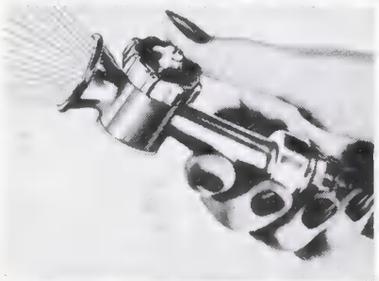
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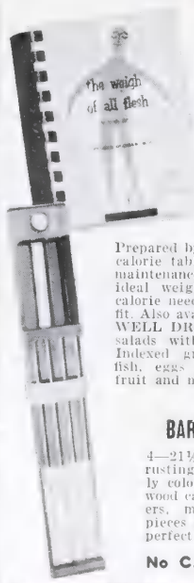
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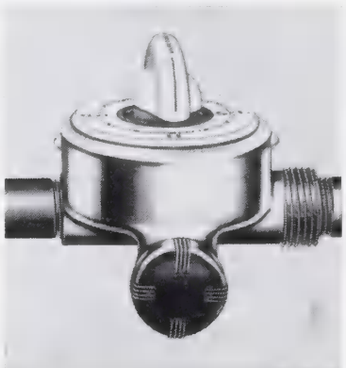


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will have your friends wis they had one too. It's hand-w Italian raffia, lined with nat linen and leather-grained pla Central snap pocket secure change purse, wallet, mak Around the edge there is a pocket for your glasses, le etc. 7½" high, 7" wide. $1 plus 30¢ postage. Thomas F rich, 840 Biscayne Dr., Palm Beach, Fla.

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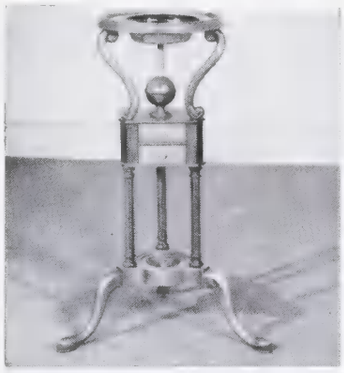
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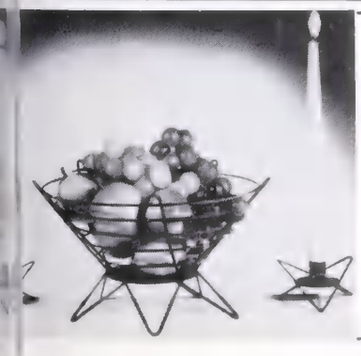


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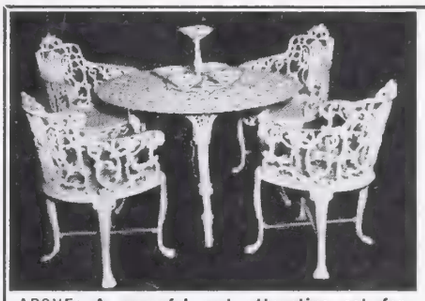
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Century-Old Beauty Authentically Reproduced In Cast Iron and Cast Aluminum

ABOVE: **A graceful and attractive set for porch, patio, or garden.**

Cast Iron		Cast Aluminum
$32.00	Chair #152 16" wide 17½" deep	$39.00
35.00	Table #25 Lace design 42" diameter, 27" high	42.00
65.00	Matching Settee #150 avail 44" wide	80.00
Five tray Centerpiece 12" high, 16" diam. painted frost gold		25.00

These expertly fashioned copies of century-old originals add lasting beauty to the home.



RIGHT: **Wall Bracket** 12" long, 6" high. Potholders 4" and 5" diam. Cast Aluminum. White or Antique Gold **$4.50**



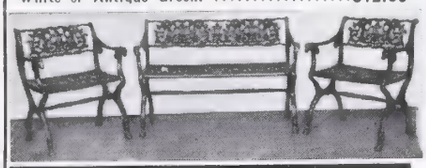
RIGHT: **Swinging Wall Bracket** #15. 12" high, 16" wide. White or Antique Green **$6.50**. Hanging urn for flowers **$6.00**



RIGHT: **Wall Shelf #18.** 13" high. Shelf is 9" wide X 5" deep. Cast Aluminum, White or Antique Green. **$4.50**



ABOVE: **Table #96.** Sturdy, graceful, copy of English original. 24" high. Marble top 13¾" diam. White or Antique Green. Cast Aluminum **$32.50.** Grecian Urn #C 9" high, 6" base. Cast Aluminum. White or Antique Green. **$12.50**

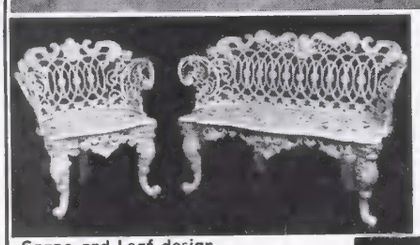


LEFT: **English Design.** Original over 150 years old. White or Antique Green.

Cast Iron		Cast Aluminum
$85.00	Large Settee #90 42" wide	$110.00
$55.00	Arm Chairs #92 23½" wide	$65.00



RIGHT: Authentic copy of **Ancient Roman LAR,** Worshipped as spirit presiding over household. 45" high. Stature 25" high. Cast Iron, Painted White or Antique Green. **$79.50**



LEFT: **Countess D'Este Settee.** Exact reproduction of exclusive original owned by one family over 150 years. Comfortable highly decorative design, Della Robian face cast graces center of back. White or Antique Green.

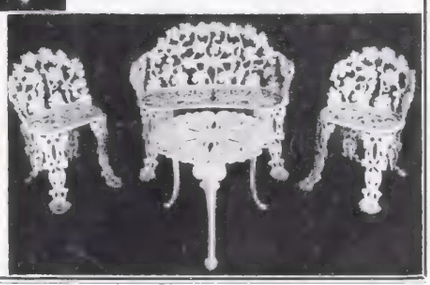
Cast Iron		Cast Aluminum
$59.50	Settee 39" wide 14" deep	$72.50
$35.00	Chairs 19" wide X 14" deep	$42.50

Grape and Leaf design

Large Settee 32" wide	$22.50
Two Chairs	30.00
Table #45	11.00
	$63.50
SPECIAL PRICE Cast Iron	$59.50
SPECIAL PRICE Cast Aluminum	$64.50

Add $4.00 ea. for chairs with arms. Oblong table for same price if you prefer.
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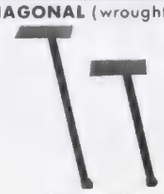
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Rustproofed Dull Black Finish	Silver-Satin Finish Plastic Tips	Rustproofed Dull Black Finish Plastic Tips

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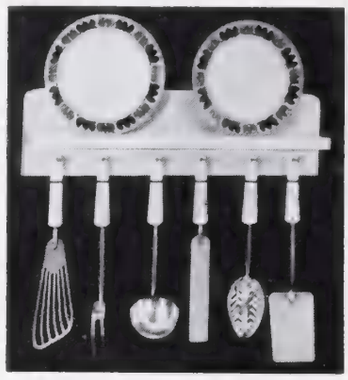
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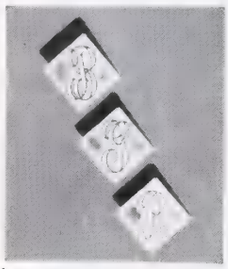
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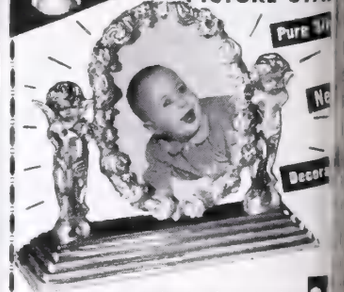
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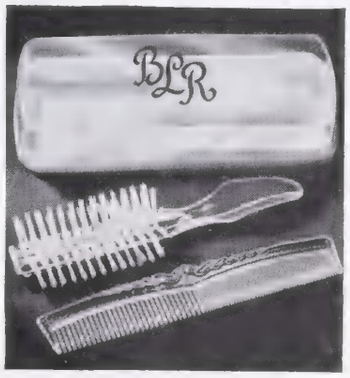
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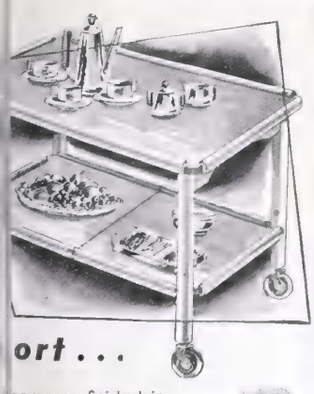
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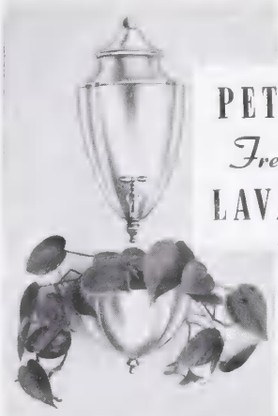
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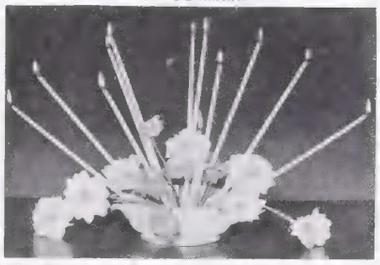
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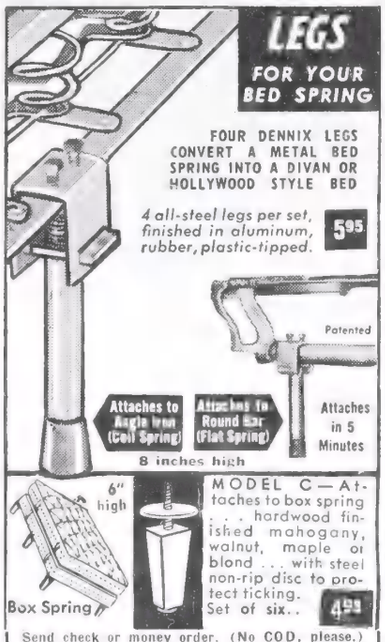
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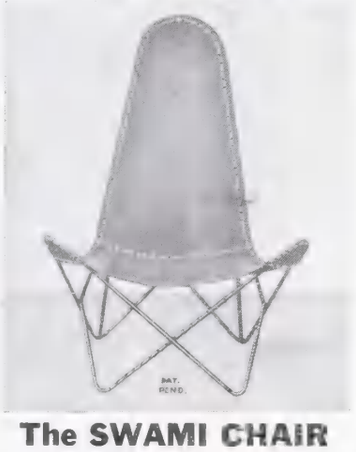
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For children two to ten years old. Strong enough to hold an adult. In red, yellow, tangerine, terra cotta, green, chartreuse, black, white. Shipped express collect.

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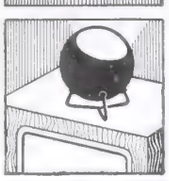
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(*Continued on page* 111)



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Above: #7731—Beige

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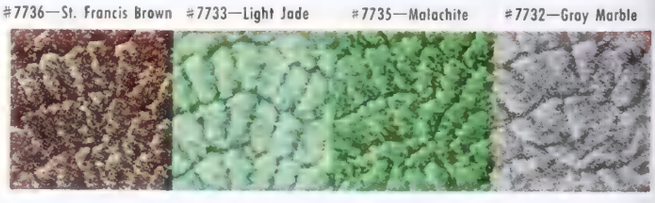
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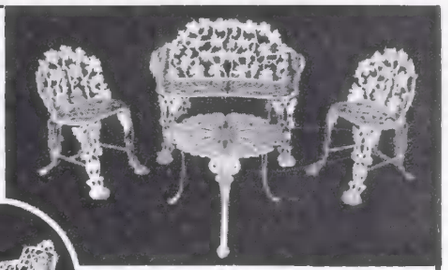


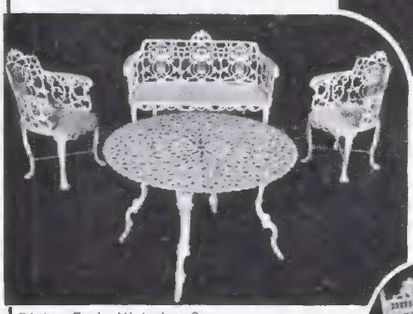
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Chair #502	16" long	ea. $13.50
Table #130	17½" high, top diam. 21½"	$10.00

Price on this set is same for Cast Iron or Cast Aluminum. Specify which.

Left: **Rose and Lyre Set.**

Aluminum		Cast Iron
$80.00	Large Settee #400 44" wide	$65.00
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$39.00 ea.	Chair #402	ea. $32.50

Right: **Early Victorian Group.**
Settee #520HA **$45.00**
37" high × 18" deep x 44" wide (overall diam.)
Chair #521HA **$24.00**
37" high x 18" deep × 21" wide (overall diam.)
Table #522HA **$10.00**
13½" high × 19" diam.
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Left: **Aluminum Wall Bracket.** To display a favorite plant in style. 12" long, 10" high. Pot not included. Send **$3.75.**

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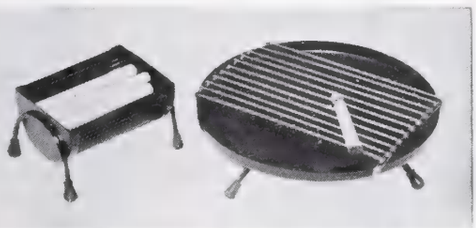
Right: **Flower Stand.** Just the thing for your African Violets or other hobby plants. White. 11 movable arms, ranging from 14" at base to 7" at top. Flowers and pots not included. Send **$24.50.**

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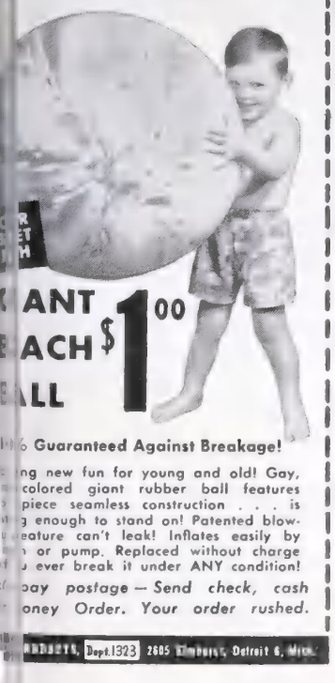
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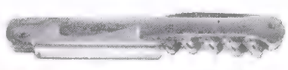


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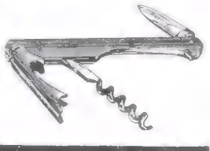
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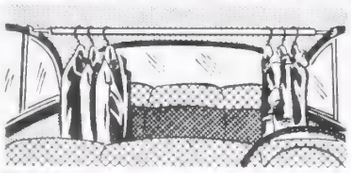
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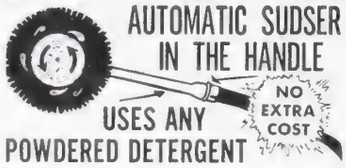
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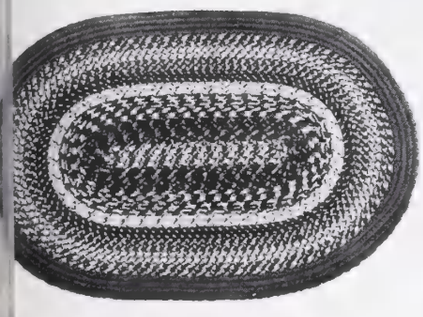


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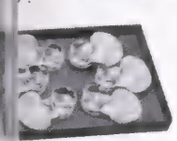
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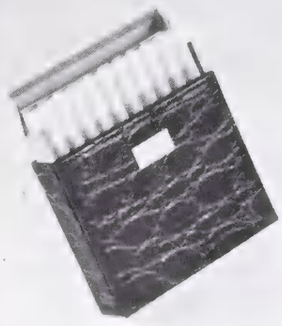
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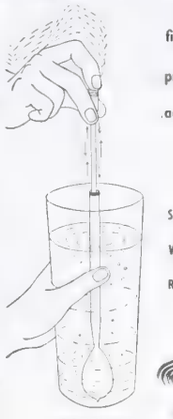
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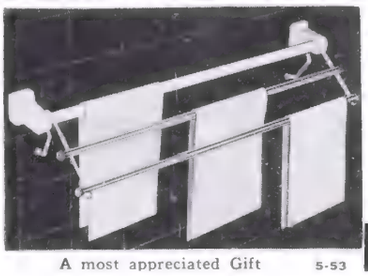
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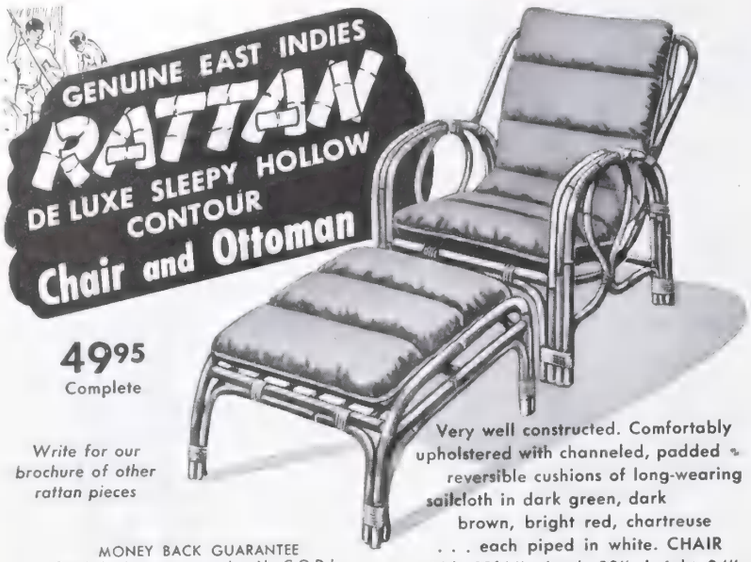
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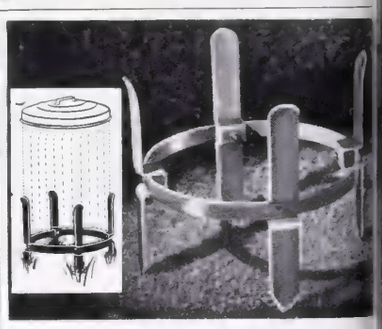
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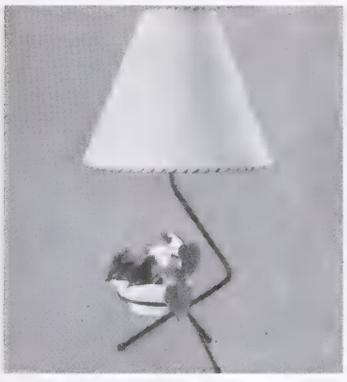
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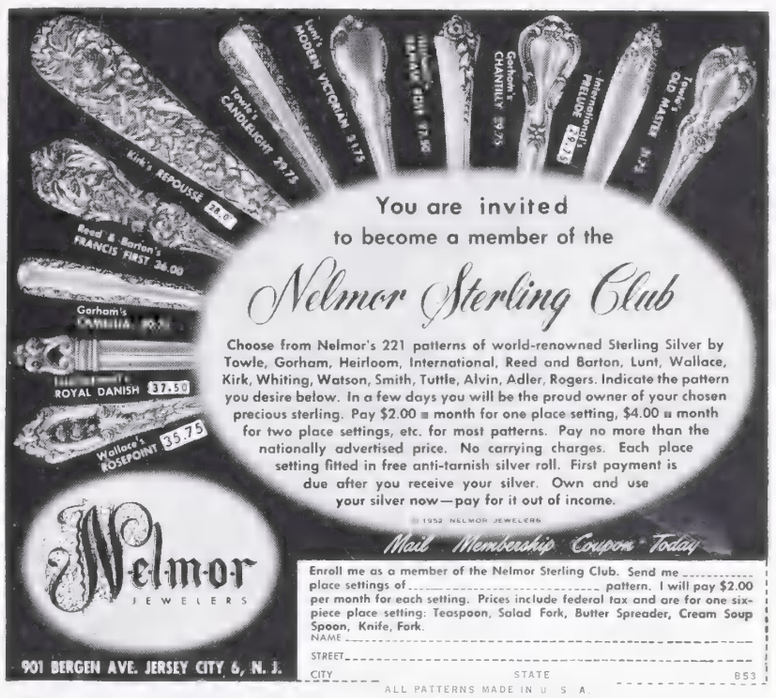


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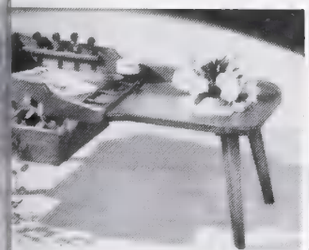
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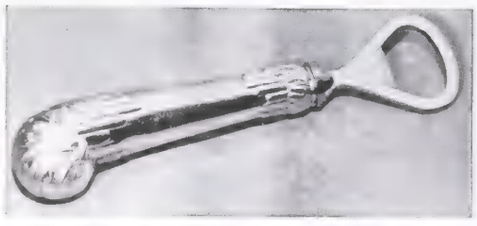
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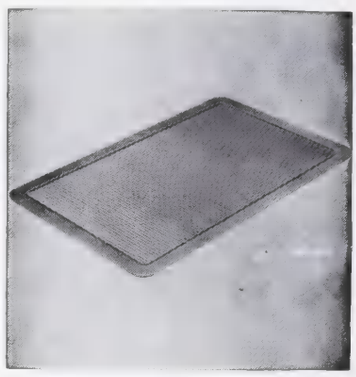
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PHOTOGRAPHS FROM SAN MATEO FLORAL FIESTA



PHOTOGRAPHS BY MAYNARD PARKER

Redwood cap on seat-wall adds distinction to cinder block wall laid without mortar, yet is easy to make from boards. Same blocks are used in terrace. Washed pebble area provides texture contrast to bricks. Peters & Wilson, landscape nurserymen.



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SING YOUR WAY THROUGH HISTORY

CONTINUED FROM PAGE 22

s, though somewhat arbi- lso helps to make us aware t were the dreams and am- that this growing country ed in its songs. It shows us ral pruderies, our sentimen- our hankering for Mother, riotism, and our unslacken- nor. Categories and history, r, are unimportant when you book for singing. What you obably do is to sing first ongs that you know best.

GING all these songs to- er in one place emphasizes y great difference in quality them. There are good ones d ones, musically speaking. are songs that we can be su- to and songs which seem to erior to us—present com- xcepted. Some of the songs rth no more than sixpence, them all together, good and nd you get more than five worth, which is what the osts.

ny rate, here are both "My entucky Home" and "Silver s Among the Gold," and Old Kentucky Home" is as s "Silver Threads" is bad. gain—will you care about musical distinctions? Won't ng—because you know them childhood—both "Tenting t," the beautiful Civil War and "I Wonder Who's Kiss- r Now," both the charming Dem Golden Slippers," and Bell," better known as "A Built for Two," a song that ry little merit?

book tells you that "Daisy was composed by an English iter who came to this coun- the 90's and brought his along. He was unpleasantly ed when the custom officials d him duty on it. His friend ed. "Lucky for you it was ilt for two." Hence the song. ill also learn such unimpor- ut interesting tidbits as the hat "Ta-Ra-Ra-Boom-Der-E" ated in a house of ill repute Louis, that there exist nearly rsions of "Frankie and John- a song which Carl Sandburg calls "America's classical song," and that "Mother Lady" owes its inspiration insulted waitress.

ave spoken of the difference ality among the songs, a dif- e apparent not only in the but also in poetic inspiration. ntensity of the poetry must vary, considering that the songs roam from the barroom to the church and that the rhymes use the bottle or whiskey as well as the flag, the spade, and the prayer book. Certain it is that many of the songs possess high musical and poetic merit. Not always the most famous ones! Several of the finer songs may be unfamiliar to you. Acquaintance with them is one of the rewards of the book. Those I was particularly impressed with included "Take This Hammer," a Negro work song, very sad and touching, and "Enraptured I Gaze," words and music written by the accomplished musical amateur, Francis Hopkinson, one of the signers of the Declaration of Independence and an early enthusiast for music at a time when the Philadelphia Quakers frowned on music.

"Enraptured I Gaze" is dedicated to Washington, whose friend Hopkinson was. There is further a plantation song, "Wake Nicodemus," and a remarkable ballad—in fact, the first recorded American ballad —called "The Pesky Sarpent," a tragic tale, founded on fact, of the lover who was bitten to death by a rattlesnake.

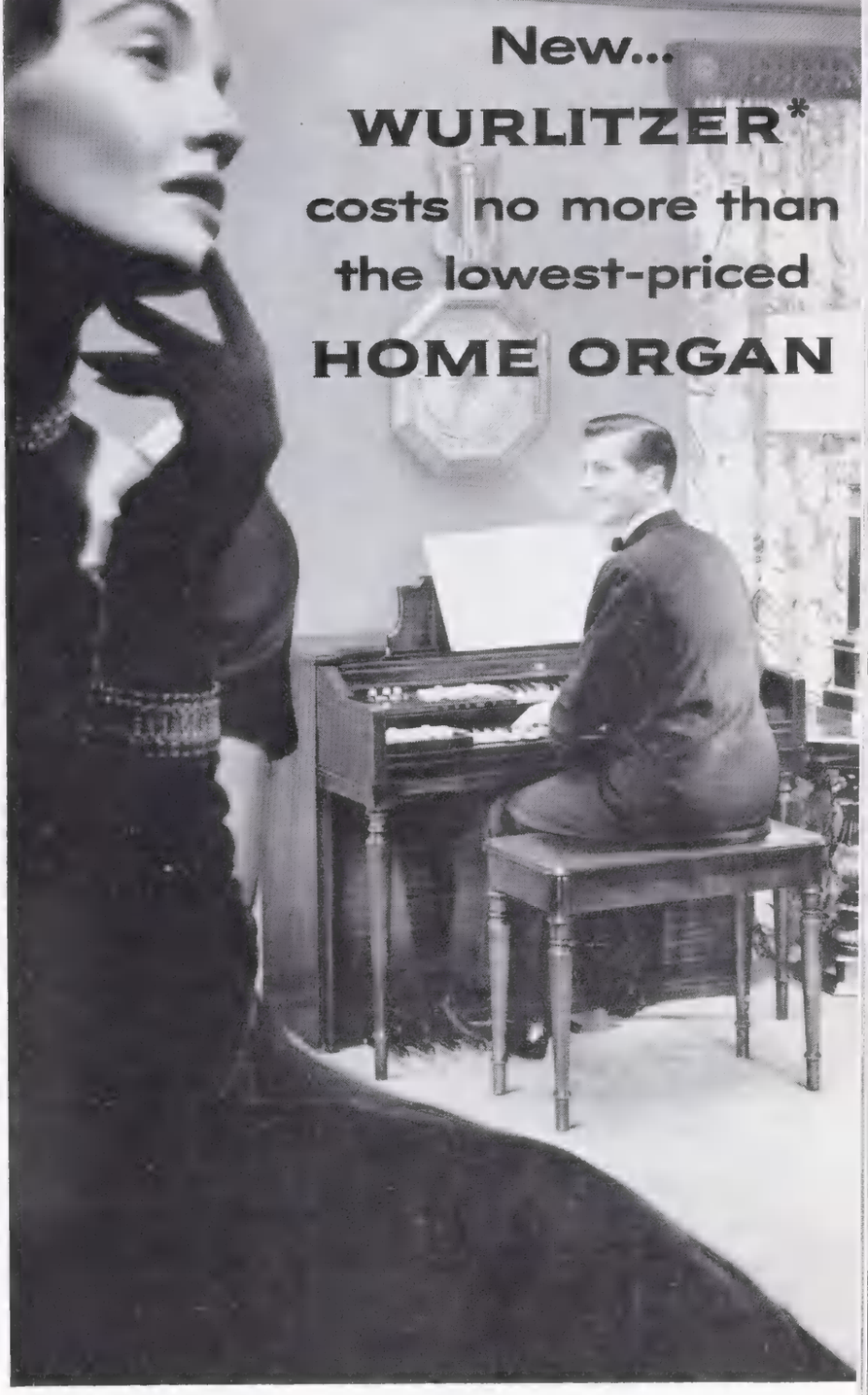
Ballads originally were chronicles of actual events set to music. "The Pesky Sarpent" is distinguished by that poetical understatement which is characteristic of many folk songs, and of ballads in particular. Here is how it begins:

"On Springfield mountain there did dwell
A comely youth I knew full well,
Ri tu di na ri tu di na,
Ri tu di na ri tu di na.

"One Monday morning he did go
Down in the meadow for to mow,
Ri tu, etc.

"He scarce had mowed half the field,
When a pesky sarpent bit his heel,
Ri tu, etc."

In his introduction, Carl Van Doren says that on receipt of the book which preceded this one (*The Fireside Book of Folk Songs*), all the family and guests swarmed around the piano and began to sing. "It went on for hours past midnight, and we found that more than 90 of the songs had been familiar enough to be sung without too much stumbling hesitation." He is sure that something like it will happen with this book. Absolutely!



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Everywhere you can see unexpected riches if you learn how to look for them. New 16mm. films for home use help sharpen your eye to daily experiences that enrich life

By Cecile Starr

In this age of speed we concentrate so hard on getting somewhere that too often we forget to notice where we are. But despite our constant preoccupation with what Bertrand Russell has aptly called the "next thing," we *can* take time out to stop, look, and enjoy.

The things close at hand, observed and loved, can become a reservoir of memories upon which self-enrichment builds and grows. Wordsworth wrote of just this kind of enrichment in his poem about the daffodils:

"I gazed—and gazed—but little thought
What wealth the show to me had brought."

Wealth is a good word to use, for it describes the real rewards we can gain when we invest our interest and attention in the things around us. This, after all, is what personal enrichment really is.

Motion pictures, so often used as a substitute for experience, can also lead to an enrichment of experience. The 16mm. sound films reviewed below were selected for visual content rather than for their ideas. After seeing them, you cannot help but look more attentively and happily at the everyday humdrum world you live in. Such ordinary things as a brick wall in sunlight, a branch swaying in the wind, a mass of soap bubbles, or a lowly manhole cover—these familiar and often unnoticed things can, in the hands of a creative filmmaker, become sources of wonder.

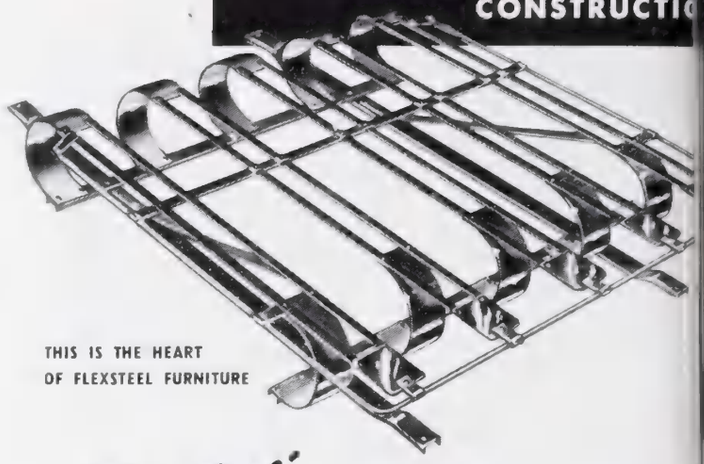
Here then are films which offer you, the viewer, an invitation to enjoy sights, sounds, patterns, and textures for themselves and for your own permanent enrichment.

Images From Debussy (14 minutes). A variety of water scenes are used illustratively with three of Debussy's piano pieces: "Arabesque en mi." "Reflets dans l'eau." and "Arabesque en sol." Water over rocks and pebbles, sun-dapples like stars, reflected reeds and trees, underwater plants in their own slow-motion, and a final abstraction composed of black-and-white foam—they add up to a rich and gentle exploration of this hypnotic aspect of nature. There is no spoken commentary. Produced by Argos Films; conceived by Jean Mitry. Distributed by A. F. Films, 1600 Broadway, New York 19, N. Y. Rental $7. Sale $70.

Pacific 231 (10 minutes). A powerful symphony of railroads set to the music of Arthur Honneger in somewhat the manner of the Debussy film. "Pacific 231" is rapid

(*Please turn to page* 124)

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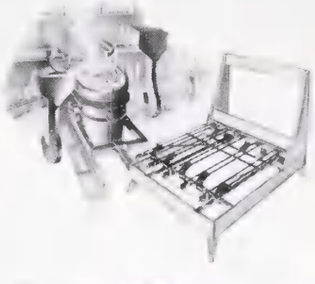
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Flexsteel Spring

Arched bands of top qualit tempered steel, scientif designed and permaner patterned into a one-piece with a platform top, fo revolutionary spring unit wh the heart of Flexsteel fu



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Flexsteel cushioning is deep gentle and springy becau is made of Foamex, the most comfortable cushioning material which actually "bre

Lift and look under any piece of Flexsteel furniture. It's thrilling to know that you can actually see that Flexsteel has spared nothing in construction to bring you the finest furniture ever produced.

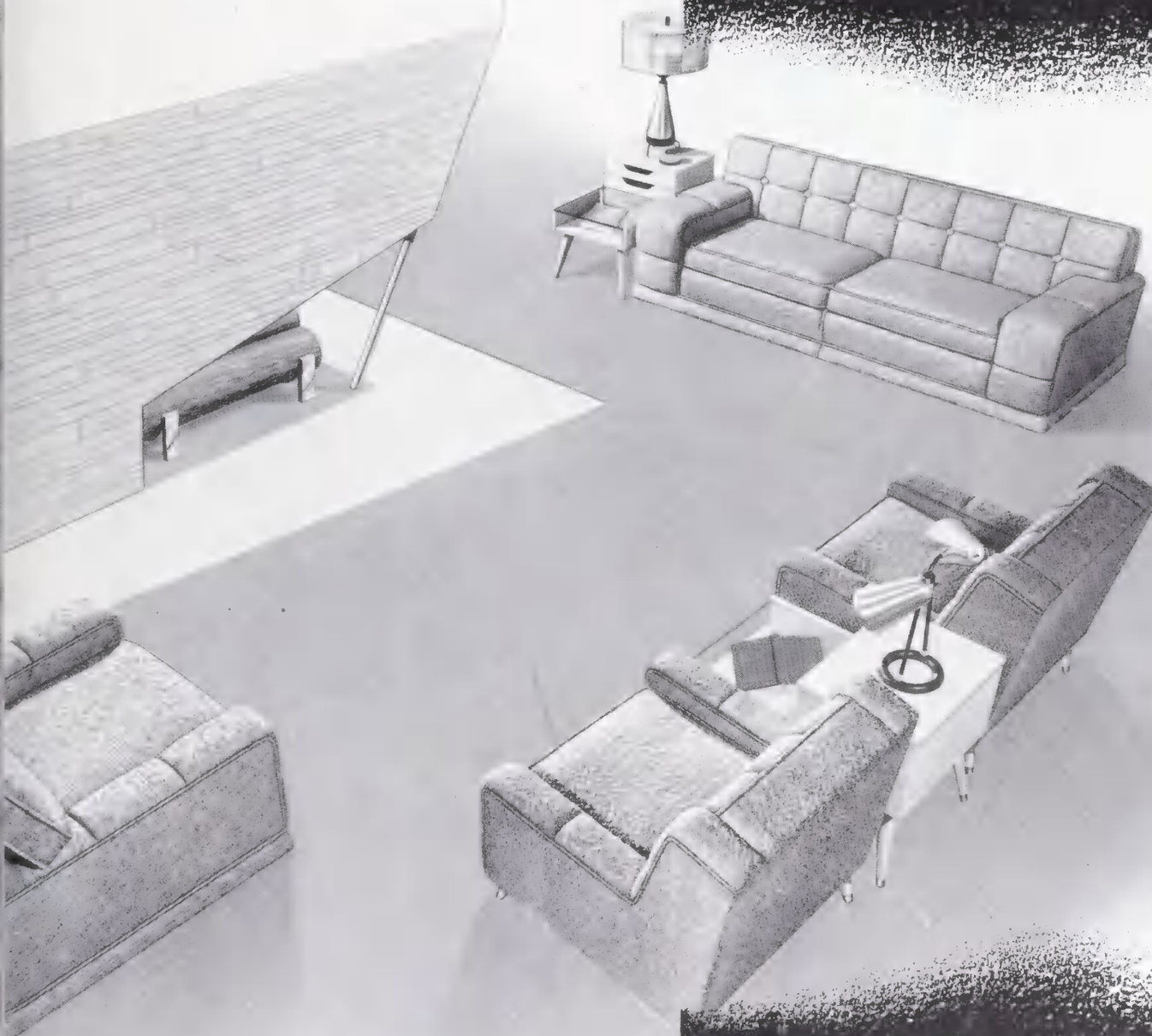


THAT'S WHY WE SAY

Flexsteel's Manor GROUP



The Manor Group has a luxurious appointment for the "master" in this smartly tailored Lounge Chair and matching Ottoman.



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The Manor Group, with its dramatic elegance, is another great contribution by Flexsteel to the living room of today. Progressive design and skillful use of Firestone Foamex are combined with the most richly textured fabrics and a range of stunning colors to achieve the desired ultimate in gracious living.

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WESTMORELAND GLASS COMPANY

GRAPEVILLE, PENNSYLVANIA

SEE FOR YOURSELF

CONTINUED FROM PAGE 122

and mechanical, taking its images not from nature but from the speed and motion of locomotive engines, wheels, tracks, and the incidental "passing" scenery. There is no spoken commentary, but none is needed. Recommended except for those prone to train-sickness. Produced by Tadié Cinéma; directed by Jean Mitry. Distributed for purchase only by Young America Films, 18 East 41st Street, New York 17, N. Y. Sale $45. For rentals, inquire at nearby 16mm. film libraries.

Bop Scotch (4 minutes, color). There isn't much to this little experimental abstraction except shots of sidewalks, cobblestone streets, sewage drains, manhole covers, and other such pedestrian sights. The pace is exasperatingly fast, in time to the accompanying jazz background, but the pictures themselves have much of the charm of childhood, when we all were more observant and appreciative of the things that lay at our very feet. Again, no spoken commentary. Produced by Jordan Belson. Distributed by Kinesis, Inc., 566 Commercial Street, San Francisco California. Rental $8. Sale $50

Water Stars (4 minutes, col This charming exercise in and reflection captures the eva cent beauty of soap bubbles, u distorting lenses to multiply effects. It is an elusive little easier to look at than to scribe. Produced and distrib by Wheaton Galentine, 69 P Street, New York 14, N. Y. Re $5. Inquire of the producer sales information.

Mark Tobey: Artist (20 min color). To explain the person and work of Seattle artist M Tobey, the film draws upon artist's own everyday world. the extravagantly beautiful de of ordinary brick walls, fact and stores, streets and autom lights, the film is a triumph. commentary is unbelievably p the music, composed by Tobey self, is interesting and expres but the photographic thinking went into the film is at time most magical. In a case like the best thing to do is to tur



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Molla combines cast aluminum motifs with the classic lines of wrought iron . . . achieves a happy blend of decorative and functional beauty. Groups for the dining room, living room and terrace, all rust-proofed. Choose from a wide range of decorator colors and unusual fabrics.

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SEE FOR YOURSELF

CONTINUED FROM PAGE 125

rom his wartime sketch-book. The ommentary is unfortunately forced nd artificial at times, but the ictorial interest more than com-ensates. Produced by Falcon ilms; photographed by Erica An-erson; written and narrated by ames Johnson Sweeney. Distrib-ted by A. F. Films, 1600 Broad-ay, New York 19, N. Y. Rental 15. Sale $150.

olor and Light (10 minutes, olor). For the past few years the merican painter James Davis has een spending most of his time omposing abstract films by photo-raphing moving pieces of colored lastic and the light reflections and efractions they produce. "Color nd Light" uses dangling curlicued touts of bright oranges, blues, ds, and yellows, with dimensional epths given by the contrast of sharply focussed foregrounds and blurred, distorted backgrounds. The pace of the film is at times too fast and uncontrolled, for this sort of thing is best when it seems to melt from one phase into an-other. But the essential value of the film is its graceful acceptance of synthetic color, which in these days is something we all must try to make the most of. Piano music for the film is composed and played by Edward Muller. Distributed by A. F. Films, 1600 Broadway, New York 19. Rental $5. Sale $90.

Other films by James Davis, available from this same source, are "Color Dances No. 1" (8 min-utes), "Light Reflections" (15 minutes), "Paintings and Plastics" (12 minutes), "Reflections No. 1" (7 minutes), and "Reflections No. 11" (7 minutes). All are in color.

NOTE: A handy guide entitled "A Directory of 2002 Sixteen Millimeter Film Libraries" is sold at 35¢ per copy by the Superintendent of Docu-ments, U. S. Government Printing Office, Washington 25, D. C. It includes names and addresses of film centers all over the country, some of which maintain extremely large rental collections. Prices vary from library to library, and in most cases the film-user is required to pay transportation costs—one good reason for dealing with your nearest libraries.



"Moselle" Stainless Steel

Chosen by The Museum of Modern Art for its 1953 "Good Design" exhibit. Six-piece place setting, $10.60.

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THE TABLE OF MANY USES

Extensole

Classical beauty of 18th Century styling to grace the finest home . . . genuine mahogany and selected crotch veneers in deep, rich finish, — with bright accents of exquisite marquetry and solid brass casters . . . a truly distinguished console that can be quickly enlarged for your dining pleasure. Only $125* at your dealer's.

Other styles, modern and traditional, $69 to $175.

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*Slightly higher in the West.

EXTENSOLE CORPORATION • SPARTA, MICHIGAN

PHOTOGRAPH OF TROWBRIDGE BY CHARLES PHELPS CUSHING



Like so many Nova Scotia villages, Peggy's Cove has the picturesque air of existing only on an artist's canvas.

HOW TO LEAVE HOME *and like it*

By Louisa M. Comstock

Canada is as much spring vacation country as it is winter wonderland or summer-time holiday preserve for the whole family. In fact, one of the most spectacular comings of spring in the world transpires in Nova Scotia's Annapolis Valley each year at apple-blossom time. This is when Highway 1, a pleasantly scenic and ridable road year round, turns into 100 miles of enchanted pink cloudland as it makes its way through the billowing, blossom-scented orchards from Annapolis Royal to Windsor.

Bloom is expected to appear in time for the famous Blossom Festival, this year from May 29 through June 2. And since this is Nova Scotia, a country with individuality, the festival, for all its parades and ceremonies to crown the queen of apple blossoms, has a distinction as marked as the red coats of the Canadian Mounted Police. You can see all this comfortably headquartered in Kentland at the Cornwall Inn. And if you have the slightest inclination toward history or sentiment, you'll also visit the Port Royal Habitation, near Annapolis Royal, where Nova Scotia's first

(*Please turn to page* 188)

Dates and rates are changeable. Prospective tourists should confirm this information with travel agents, transportation companies, hotels.

Chevrolet presents

the last words in station wagons

"Handyman" (two of them) and "Townsman"

with wonderful new features you'll want



THE "TWO-TEN" HANDYMAN . . .

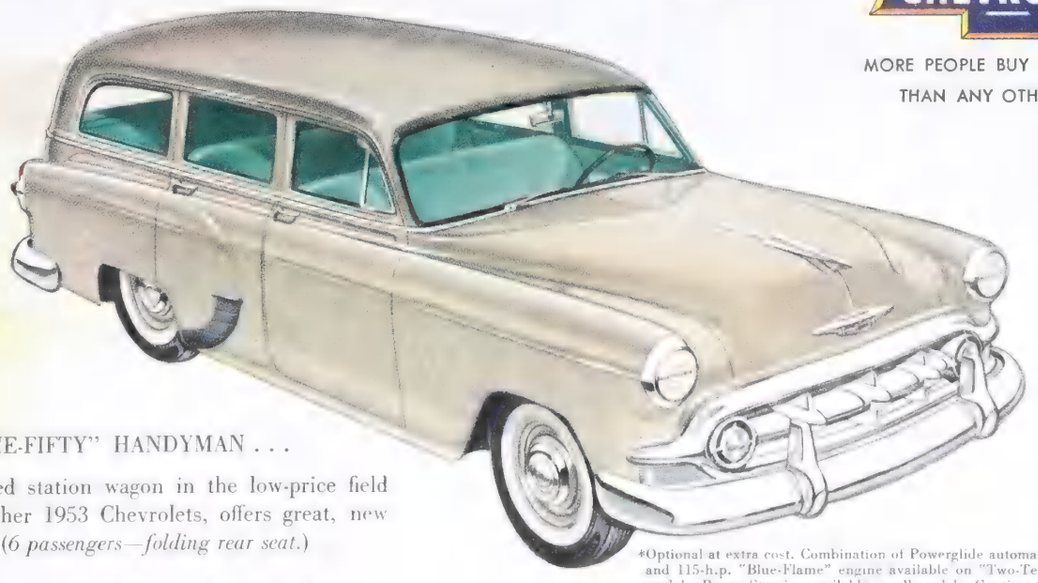
One of three great new all-steel station wagons . . . *all* offering new high-compression power . . . four-door convenience . . . and such features as Power Steering.* (*6 passengers—folding rear seat.*)



THE TOWNSMAN . . .

Plenty of room for eight. Advanced 108-h.p. "Thrift-King" engine with standard gearshift, or new 115-h.p. "Blue-Flame" engine with Powerglide automatic transmission.* (*Simulated wood-grain trim—removable center and rear seat.*)





THE "ONE-FIFTY" HANDYMAN . . .

Newest, lowest-priced station wagon in the low-price field . . . and like all other 1953 Chevrolets, offers great, new operating economy. (*6 passengers—folding rear seat.*)

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MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

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*Optional at extra cost. Combination of Powerglide automatic transmission and 115-h.p. "Blue-Flame" engine available on "Two-Ten" and Bel Air models. Power Steering available on all models. Continuation of standard equipment and trim illustrated is dependent on availability of material.



A symbolesque exposure of Mrs. Hannah Troy and Gulistan's new all-wool carpet, CORONATION—*and the British Coronation colors.*

Fashionable America prefers Gulistan carpets

Sketch, cut, tape, drape, pin tight, new shape . . . trim, slim, pirouette, hem, and haw, new silhouette . . . needle, doodle, color or colour, longer, shorter, new contour . . .

HANNAH TROY, famous stylist, works in a world of new colors, textures, exclusive styles. No surprise she prefers Gulistan's exclusive new carpet creation—CORONATION. Your Gulistan dealer has luxurious CORONATION in seven lovely colors. Or, if you prefer one of the British Coronation colors, or *any* color, it can be custom dyed in famous all-wool ACACIA. Decorating your home with *your* exclusive carpet color choice costs far less than you think.

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See it at your Heisey dealer or write for folder illustrating Heisey Rose hand-blown stemware and matching table pieces. Dept. H-5, A. H. HEISEY & CO., Newark, Ohio

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BUDGET PAYMENT SILVER CLUB PLANS, offered by most Gorham dealers, make it so easy for you to enjoy your Gorham Sterling...right from your wedding day on! Happy idea that sets a good precedent: getting your married life off to a beautiful start with Gorham Sterling, the very finest...never needs replacing, grows lovelier with use through the years.

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Prices for a Gorham six-piece place-setting (knife, fork, teaspoon, salad fork, soup spoon, butter spreader) start at only **$29.75** (Others to $110. incl. Fed. Tax)

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AMERICA'S LEADING SILVERSMITHS SINCE 1831

We are entering a new age of enrichment

The age of austerity in modern design is virtually past!

We are enriching our lives by enriching our homes with the new beauty of today's market. For beauty is returning once again to our furniture, our architecture, our very lives.

See for yourself how you, too, can enrich your home from the 50 (and more) ways that are described in the 40 pages that follow

THE TREND TO ENRICHMENT

Enrichment is growing via

- *structural ornament*
- *natural grain and texture*
- *contrasting materials*
- *sculptural grace*
- *sparkling metallics*
- *and now* **surface ornament!**

By Joseph A. Barry

The long-pent desire for enrichment in all phases of life—art, food, furniture—is now overwhelming in its insistence. It is sweeping into a dusty corner of history that cliquish school of austere modern which likes the stripped-down, clinical look, whose leaders have now gone from the *avant-garde* to the rear guard, because the world would not stand still and suffer along with them.

This new age is the age of the beautiful and the practical. The new challenge to our designers is to make useful things more beautiful without sacrificing usefulness. It is the sort of challenge they have always welcomed, and, as the wish for beauty-plus-performance becomes more vivid, they are responding with an imaginative richness hitherto seen almost solely in the organic design of our architecture. (See the house opposite.)

In this house, designed by Architect Harwell Harris, beauty of form stems from the structure itself. Decorative detail is integral with the construction. Pattern is created by exposed beams, by the rhythm of shadows made by boards and battens. The house seems to grow from the ground with the natural splendor of a great oak. Every part belongs to the whole, like leaves to a branch and the branch to the tree. Like a tree, every part is necessary to its structure and the life within.



PHOTOGRAPH BY FRED DAPPRICH

A perfect expression of organic beauty, this house designed by Architect Harwell Harris vividly illustrates Kant's famous remark, "A work of art must look like nature, although we know it is art." Here beauty is integral with the building and in the nature of the materials; pattern is created by structural members themselves—exposed roof beams, rhythmic boards and battens.

Here are organic beauty and integral ornament at their best. And integral ornament, as Frank Lloyd Wright has explained, "is simply *structure-pattern* made *visibly articulate* and seen in the building as it is seen in the structure of the trees or a lily in the fields. It is the expression of inner rhythm of form."

Such *integral ornament* occurs in all organic design and is currently the main source of beauty in modern furniture as well as architecture. It is in the smooth line of an arm rest as it is in the sweep of an overhanging roof. It is in the configuration of a well-laid stone wall or the visible (*Please turn the page*)

The trend to enrichment *continued*

dovetailing of a finely-worked cabinet. It is in the burnished brass legs and hinges of a chest; in the molded, sculptural grace of wooden supports; in the rhythmical spindles of a sofa. There is no attempt to deceive the eye: Pattern results from the honest expression of the structural members. There is a marriage of sense and sensibility. The mind informs the eye that beauty is part of the performance.

And as important as structural pattern in organic design is the ornamental beauty of materials themselves: the lively grains and contrasting textures of wood and stone, brick and glass. The play of roughly woven fabrics against polished wood, translucent plastics staining the white radiance of the sun, the coolness of linen and the warmth of wool. From the forest alone comes a luxury of ornament: the honey tone of maple, the wild grain of birch, the mellowness of butter-nut, the purple-brown of rosewood, the near-black of ebony, the rich ripeness of oak. (*Please turn the page*)

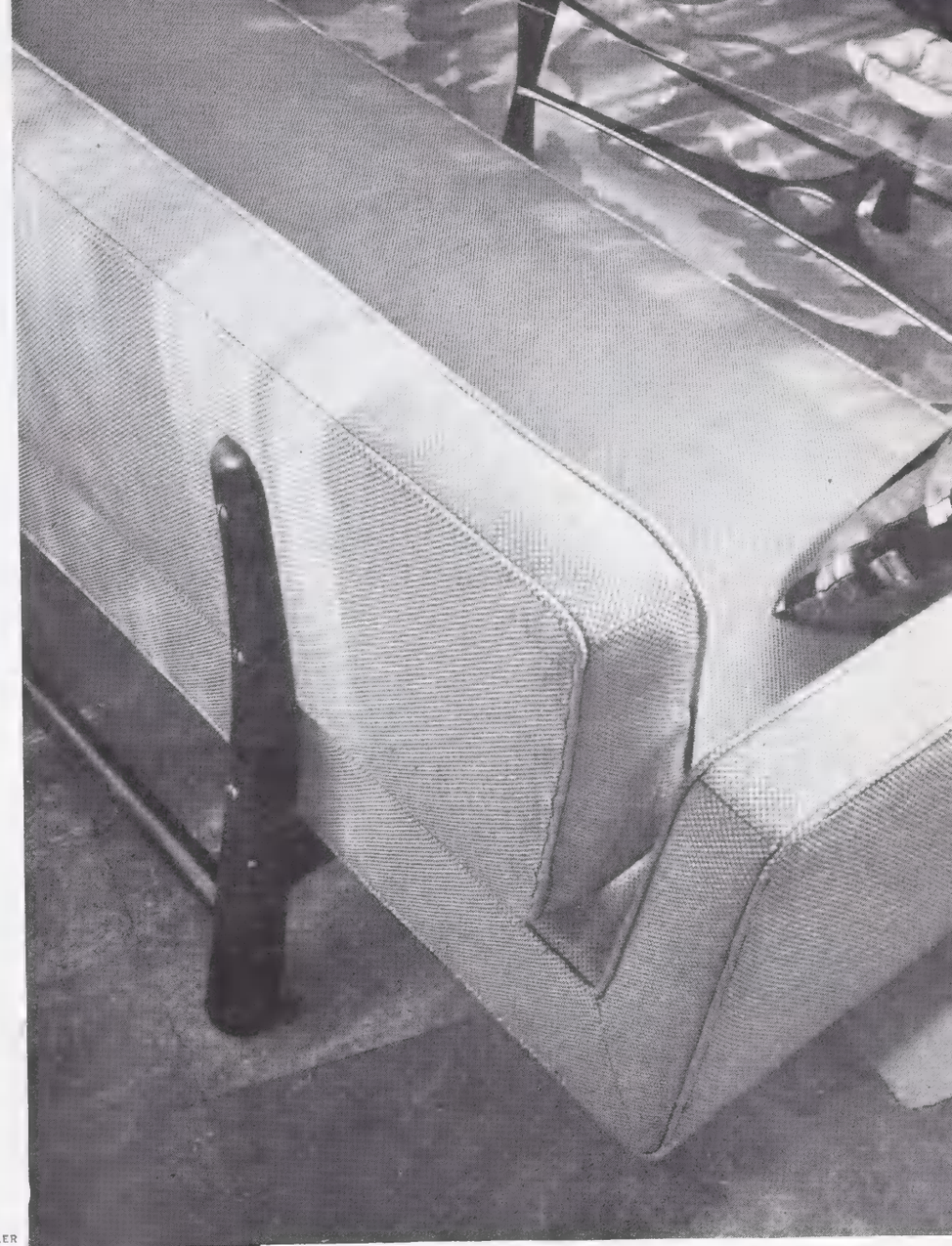


PHOTOGRAPH BY BILL JACKSON

The pewter inlay of the table (above) not only serves to protect the fine Hungarian ash but also as a decorative device. Pewter is repeated in the cuffs of the legs. By Tommi Parzinger for Parzinger Originals.



The beauty of natural, grained wood is here combined with extraordinary, hand-tooled craftsmanship that deliberately reveals the dovetailing joinery in the walnut table top, thus achieving both structure and pattern. By George Nakashima, architect and woodworker.



THREE PHOTOGRAPHS BY EZRA STOLLER

The molded, sculptured forms of the structural elements in the sofa (above) designed by Edward Wormley for the Dunbar Furniture Co. not only indicate the function of support but also contribute to the new, integral beauty that is appearing more and more in modern furniture.



DALE ROOKS

Similarly, the rounded spindles of the sofa (left), designed by William Pahlmann for the Grand Rapids Bookcase & Chair Co., are typical of the growing use of spindles for decorative as well as functional purposes. They also give furniture a light, delicate look.

The trend to enrichment *continued*

With exciting freshness and daring our designers are contrasting the sparkle of metallics with the dull mat finish of other materials: gold and copper flecks in wallpapers, rugs, and fabrics, bright brass in the new wood furniture.

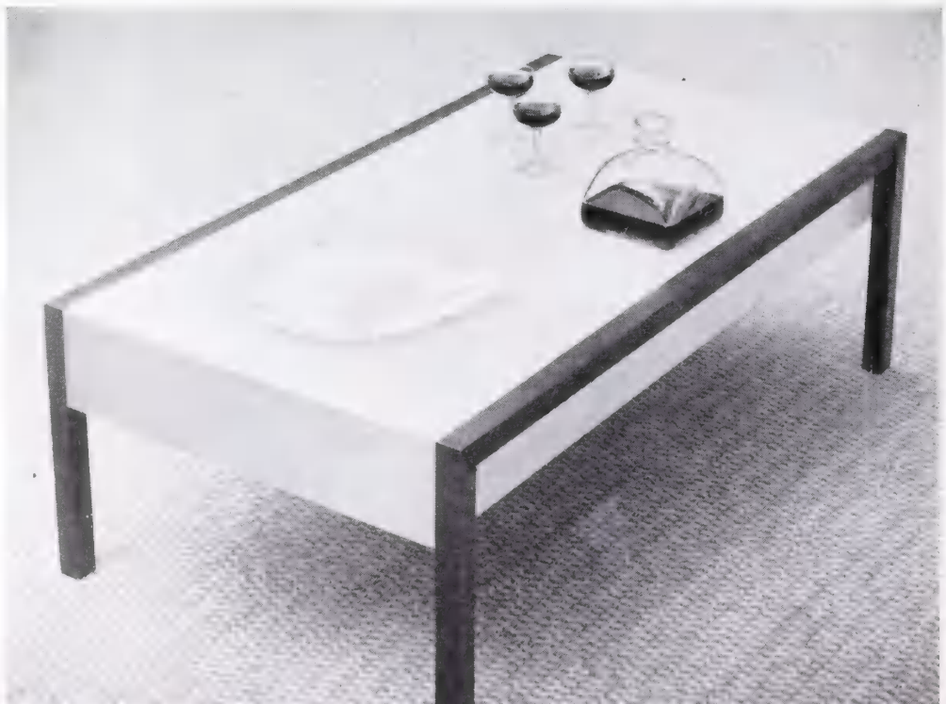
And now some of our finest artisans and artists, somewhat in the nature of revolt against the overemphasis on functionalism from which design is slowly emerging, are going *beyond structural ornament* toward surface ornament with such things as inlay or marquetry (see pages 154 to 156.) Here the public at large is unquestionably way ahead of them and rather impatiently waiting for them to catch up. The public is ahead, of course, because it remained behind during the first half of our century when ornament was "outlawed." Thus, many people may be bewildered by this report that enrichment is being reborn. They never knew it died!

Too many designers today carry the burden of their 20th-century heritage: They tend to view with extreme distrust any modern attempt to apply surface ornament or decoration, even though they are privately delighted with the surface enrichment of the antique furniture which they use in their own homes.

The public, however, unplagued by this dilemma, simply wants the most beautiful and practical things it can get and the devil take the dogmas! So, people buy the best of today, the best of yesterday, and thus arrive at the best of all possible worlds.

Early 20th-century functionalism (let us say it quickly and get it over with) was a necessary, if negative, moment in the long history of design. It helped rid our homes of dusty, vulgar, ornate, Victorian whatnots that had neither use nor integral beauty. It helped rid us of sentimental prejudices. But more absurd than remaining Victorian would be our remaining forever in the negative, as does one school of stark modernism, which has substituted its own set of prejudices it helped abolish. (This school persists in the clinical look, which, incidentally, is no more functional than it is beautiful—and it is decidely not beautiful.)

The truly advanced (*Please turn to page* 200)



This coffee table illustrates how structure is being used to achieve pattern. Note also how contrasting materials are employed for their decorative effect. Designed by Van Keppel-Green for the Mueller Furniture Company.

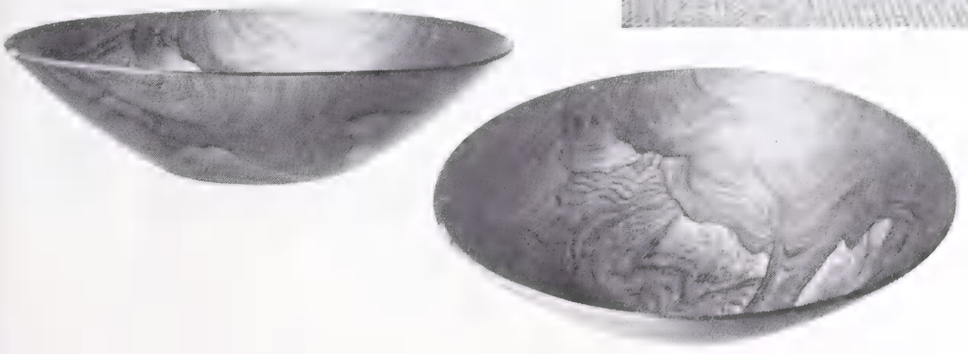


The smooth, tapering legs of the lamp table (left), designed by Pahlmann for Grand Rapids Bookcase & Chair Co., beautifully demonstrate the graceful touch of sculptural detail that is becoming the characteristic mark of good modern design. Trim and attractive, here is beauty-plus-performance—all in one.

3 PHOTOGRAPHS BY DALE ROOKS

As in the piece opposite, this coffee table (right) is a fine example of how structure can produce pattern. The dark wood outlines squares of white Vitrolite glass. The coffee table can also be used as a seat (note stored pillows). Designed by Van Keppel-Green for the Mueller Furniture Company.





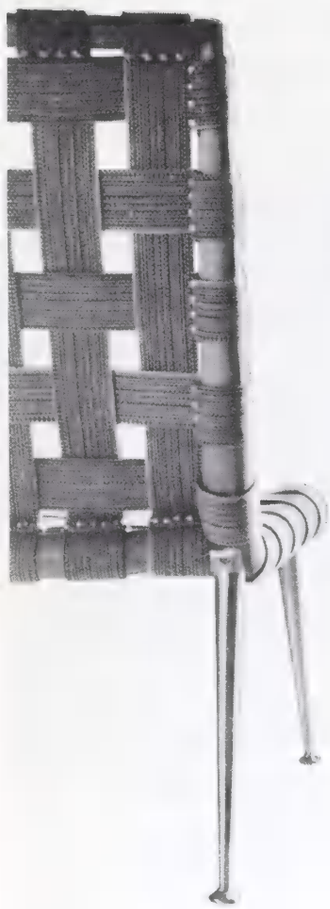
The ornamental grains of natural woods are being fully exploited in the new enrichment. A fine example is this hand-turned bowl (left) by New Hampshire's John May.

The most significant trait of today's furniture—

Lyrical Lines

By Frances Heard

In these camera studies of new pieces designed by T. H. Robsjohn-Gibbings, you see how the cadences of poetry have been caught in wood and metal. The flowing lines and subtly tapered forms of new furniture have rhythmic, graceful beauty. They reflect the human need for a more romantic, fanciful quality than our functional objects have had in many years



Typical of the growing romanticism of design, the frame of this webbing-strapped chair widens almost imperceptibly from top of back to front of seat. As a design device, this serves no urgent need, but simply delights the eye with its subtlety. This is a revolt against the uncompromisingly straight, too obvious lines of older modern.



The line of this coffee-table top gently swells, then diminishes, like the rise and fall of a musical phrase. See this repeated, almost like a decorative motif, in most pieces shown here.

All furniture on these four pages by The Widdicomb Furniture Company



ALL PHOTOGRAPHS BY EZRA STOLLER

There is lots of newness in this furniture—the combination of brass legs with walnut frames, the very shapes themselves—but there is nothing strange or alien—no question of "getting used to" the looks of it.

By now you take efficient furniture for granted. What is new is emotional appeal—something which can only be measured by your own pleased reaction to such things as the warm color of walnut, or the unexpected glint of metal, or the fluid grace of the splat in a chair back. Desk here also functions as a room divider.



Sensitively proportioned and tapered as though they had been carved in wood, brass legs on bench, chairs, and table have none of the too-straight or mechanical look you might expect of metal. Webbing of chairs, like all other upholstery fabrics, designed by Mr. Robsjohn-Gibbings.

Lyrical Lines *continued*



Hikie, table and chair frame all share today's design traits—a sculptured, lyrical line, rounded corners, and curved edges. All rugs by V'Soske.



Again see restrained, graceful play of wood, made to widen and dwindle gradually in this sculptured chair frame. All upholstering is filled with U. S. Rubber's Koylon foam rubber.

Whether in Chinese bronze or Egyptian stone, the past is compatible with this dining furniture and day rest. Marble flooring installed in co-operation with Marble Institute of America.





For more photographs of this new furniture please turn to page 195



New riches on your table

By Sara Little

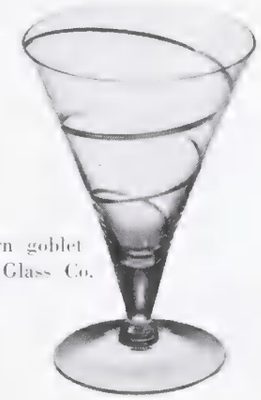
As more and more people discover the delights of a rich variety of visual effects, the old problem of matching everything on the table begins to seem unimportant. In the place settings on the opposite page, for instance, you will realize the rewards of a counterplay of colors, textures, patterns.

Often a pattern increases our appreciation of a simple form. The goblet at the right, for instance, is definitely enhanced by its simple spiral. When you look into the glass you seem to see movement which lends enchantment to the water. The cup and saucer are plain in color, exciting in texture, with a contrast between the modeled surface of the cup and the linen-like texture of the saucer. Opalescent knobs give the simple square plate a quality of lightness. Against a natural wood surface, it takes on a jewel-like character that an unornamented shape would not have. Imagine serving a clear consommé in the bowl below with its pattern that suggests cutwork embroidery. It would recall the delightful effect of chrysanthemums floating in a bowl of tea. It is not ornament alone, but the endless variety of combinations that gives you richness for your table.



In all three settings opposite: Towle's "Esplanade" sterling flatware. Belgian linen place mats and napkins enriched with Lurex metallic thread, Moreton Abbott. Top setting: "Cambria" dinner plate, Flintridge China; "Connoisseur" goblet, Seneca Glass. Center: "Highlight" dinner plate, a Russel Wright design, Justin Tharaud & Son; hand-painted Italian earthenware plate, Martin Freeman Co.; "Williamsburg" goblet, Seneca Glass. Bottom: Seneca's "Colonial" goblet; Wedgwood's "Patrician" plate.

PHOTOGRAPHS BY PAUL D'OME STUDIO

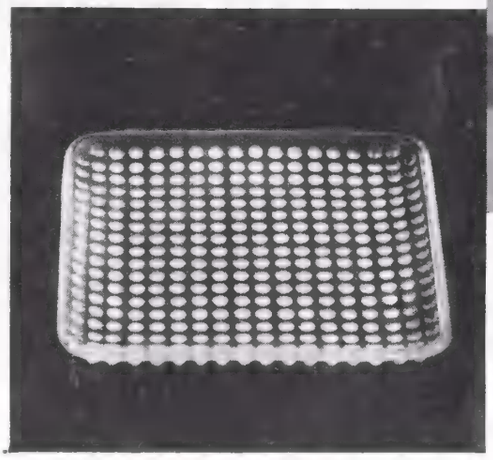


"Rondo" pattern goblet by Cambridge Glass Co.



White "Tweed-Tex" earthenware, Red Wing Potteries.

Opalescent hobnail plate by Fenton Art Glass Co.



"Embroidered" ceramic bowl by Roselane Pottery.





PHOTOGRAPHS BY MAYNARD PARKER

The sense of richness in this calm living room comes largely from two old Oriental screens—one of pierced wood, the other of lacquer. Two leaves of the pierced screen, used separately on opposite walls, find a perfect foil for their bold geometry in the redwood walls and polished cork floor, in the simple lines and upholstery of the furniture.

How enrichment is coming into MODERN ARCHITECTURE

By James M. Fitch

The fine arts of the past and present are being used to embellish and enrich the simple forms of modern design

PHOTOGRAPHS BY MORLEY BAER



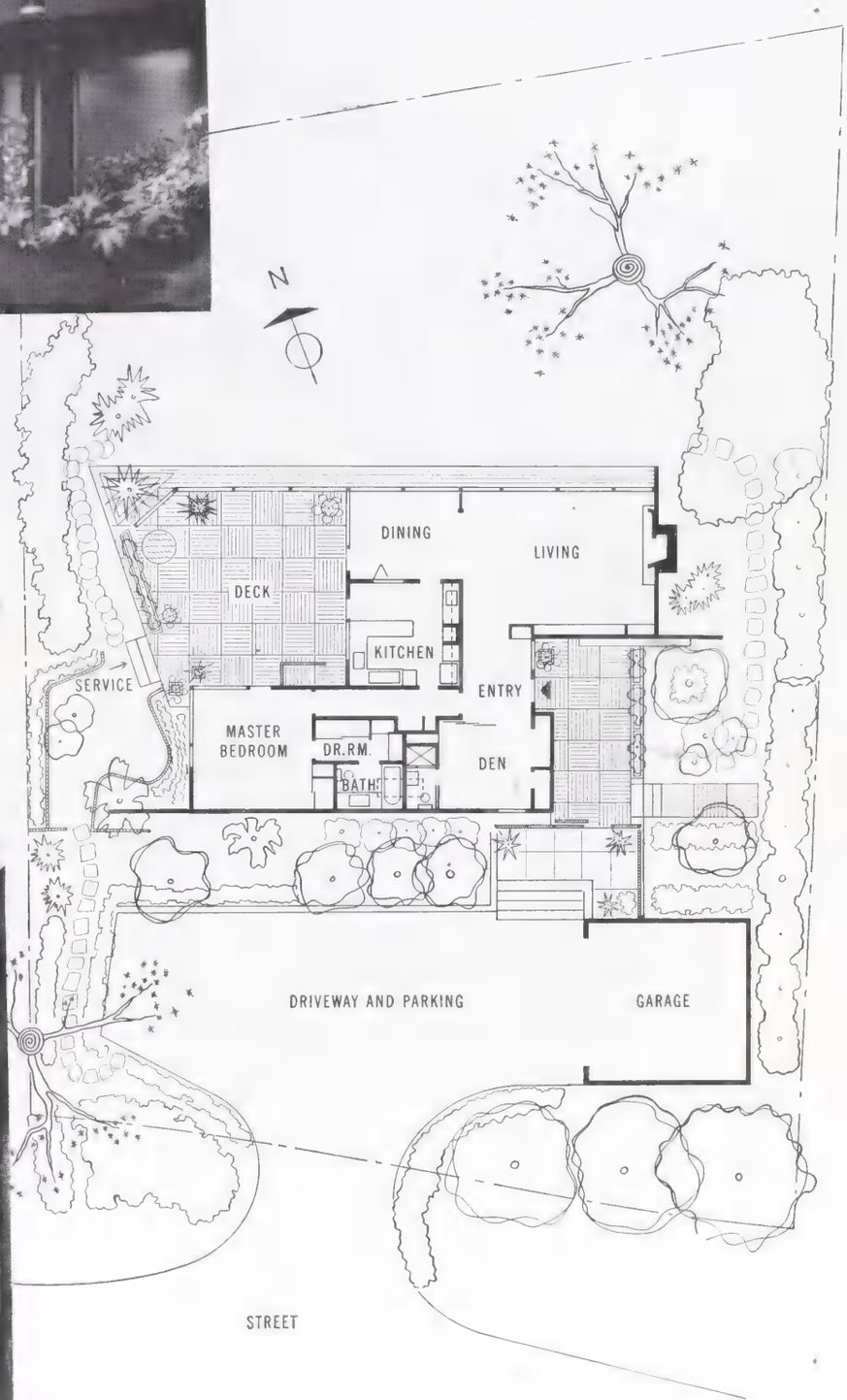
Mrs. Elmina Underwood, Owner

Campbell & Wong, Architects

Marie Louise Bakewell, Decorator

Eckbo, Royston & Williams, Landscape Architects

Front door (above) opens onto an enclosed court which is cut off from street by garage. It is well above grade and is "paved" with wood slats in checkerboard pattern. Planting in this area is in boxes of same scale as paving.



Entrance court (below) is separated from driveway by a flight of broad shallow steps and a latticed wood fence which suggests enclosure without being opaque. Note how it is carried across study-guest room window.



For all its polish, this is actually a small house—five rooms arranged to take maximum advantage of a magnificent view. Since the lot falls steeply away from the street toward the ocean, the main floor is a full story off the grade at the rear. Hence the wood decks. To have privacy from the street, windows are few along the uphill side.

For more details on this house, please turn to page 210



PHOTOGRAPH BY EZRA STOLLER

A simple sofa is enriched by flowing curves and a subtly molded arm. Designed by Edward Wormley for Dunbar. Kencork flooring.

You see enrichment in

Fine Sculptured Detail

By Mary Roche

As we swing away from stripped-down designing you'll notice furniture enhanced by sensitive handling of small details—a gently curved corner, a tapered leg, a finely molded edge. These may not be strictly necessary to the function of the piece, but neither do they interfere with its utility. These sculptured details—grace notes developing naturally from the basic design—give you an extra dividend of visual delight



See how tapered spindles curve under seat to join stretcher. A Harold Schwartz design for Romweber.





Molded edges of shelves soften design without marring simplicity. Herbert Ten Have design for Grand Rapids Chair Co. Zenith radio.

How satisfying is the single molded line created by the back and seat of this chair! Van Keppel-Green design for Mueller Furniture.

FIVE PHOTOGRAPHS BY DALE ROOKS





See how gentle curves of arm cutouts relieve squareness of chair from Baker's Far East group.

PHOTOGRAPH BY EZRA STOLLER

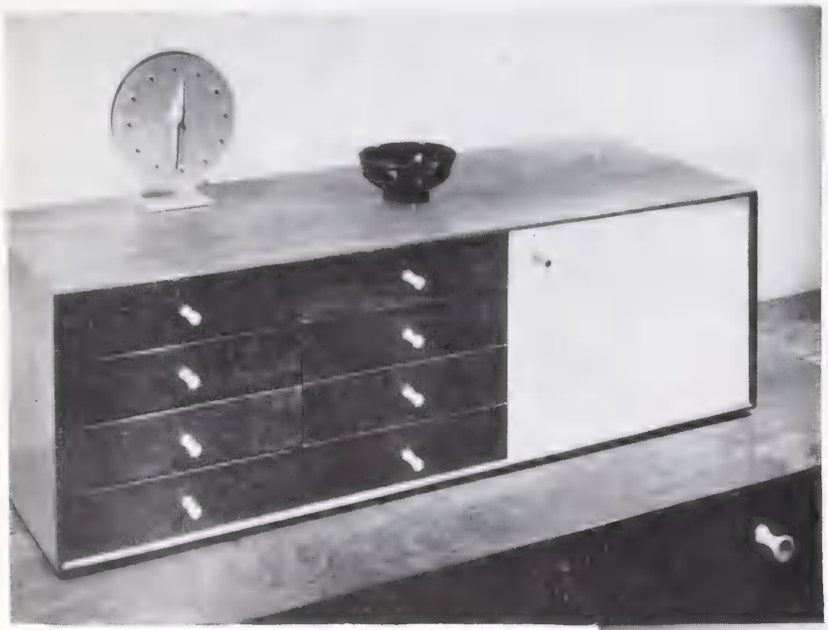


n leather-covered chair designed by Edward Wormley for Dunbar, culptured wood is accented by contrast to brass stretchers.



We're back to the Riches of Rosewood

After an austerity diet of flat dead surfaces, we are turning with new eyes to the richly grained woods that delighted our great grandparents—rosewood, teak, curly maple, oak burl. The contrast of white porcelain pulls, of interiors brightened with lacquer or lined with book papers, gives us new excitement. We have learned we can have practicality and richness, too



CLOCK, HOWARD MILLER CLOCK CO.



WHITE WOOL RUGS, F. SCHUMACHER & CO.

PHOTOGRAPHS BY DALE ROOKS





French book papers line interiors of this miniature chest and those on opposite page, all of teak with stained teak drawer fronts and porcelain pulls. Full-scale chests above and at right are rosewood. Herman Miller furniture. George Nelson, designer.



PHOTOMONTAGE BY BEN ROSE

The increasing demand for enrichment is being met by the current revival of inlay and a greater feeling for fine woodwork. Table above is harewood (English sycamore), inset with oval of walnut. Left, walnut cabinet and table are banded in harewood, table top enriched with pale discs of inlaid pewter. By Finn Juhl for Baker Furniture

PATTERN

is appearing in Modern Furniture

Inlays, marquetry, and contrasting materials are adding surface enrichment to modern furniture. Their purpose is to please the eye—no minor aim, since it is the lack of such delight that has made much former modern short-lived and unsatisfying. From now on expect to see a great new interest in exotic woods and fine cabinetry



Unlike intricate marquetry of the past, wood inlay ornamenting today's furniture has bold, decisive scale. Dark oak doors of Romweber cabinets are inlaid with pale oak burl. Harold Schwarz, designer.

Please turn the page ⟶

Pattern is appearing in Modern Furniture

continued



Revived use of inlay applied to new materials gives plastic table top (right) pattern. Motif on table (below) is frankly applied surface ornament—a stained ellipse designed purely for effect. Table edge is plastic tubing. Both by George Nelson for Herman Miller.

PHOTOGRAPHS BY DALE ROOKS



The perfect house is as accommodating as a friend, as indulgent as a mother, as responsive to changing moods as a lover. The perfect house is an individual—designed for you alone. One of America's great architects tells just what "individual" means

HOW A HOUSE CAN ENRICH THE LIFE WITHIN

By Harwell Hamilton Harris

A good house is a very personal affair—how personal few people realize. For most people have never experienced life in a house that responds to and cradles their every movement and mood. Most people have experienced only the opposite—the hard task of adapting themselves to some rubber-stamp apartment or a house built for someone else. So when the great time comes to build a house for themselves, they don't ask for enough. They don't know how rich and wonderful a truly individual house can be. Experience in good living is like any other experience: Practice increases your ability and capacity for more.

For a house that perfectly anticipates and aids your every movement and need must have the complexity, diversity, and richness of life itself. Which is to say that architecture is more than a visual art. It operates through all the senses. Even in its role of fine art, it is a mixed art. Like all art, its purpose is to integrate life and encourage its full growth.

For this reason, the start of a good house is with the discovery (and statement) of the nature of the particular life that the building is to support and direct.

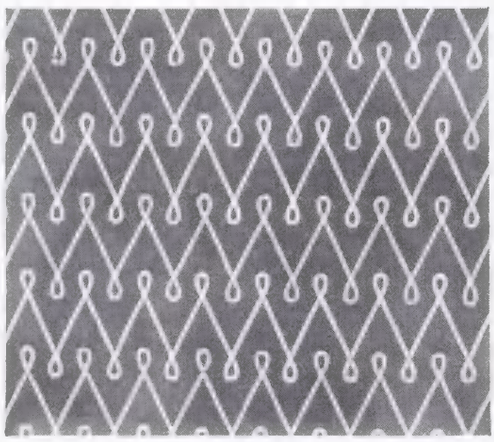
I would describe the perfect house for You, if I had the opportunity to know your life. Since I don't know your life, let me tell you about a house for a playwright. When you see how his life and habits are mirrored by his abode, you can get an inkling of how your own house should reflect the character and needs of the members of your family.

The owner of this house is a bachelor. He works at home. His work requires periods of solitude and freedom from all distraction. These periods of work are to be relieved with periods of relaxation, including those of a social nature. He has two distinct lives: one solitary, the other social. (*Please turn to page* 208)

WALLPAPER

—*the surest way to the richest effect*

Never have wallpapers offered richer embellishment. Look to them for texture, simulated or real, flocked or embossed; the opulence of glitter; endless color; fanciful patterns, romantically drawn; design motifs from all countries and eras



"Christiania" Varlar was inspired by ski tracks, translated to wallpaper as a romantic *abstraction of a commonly-seen pattern in the snow.*



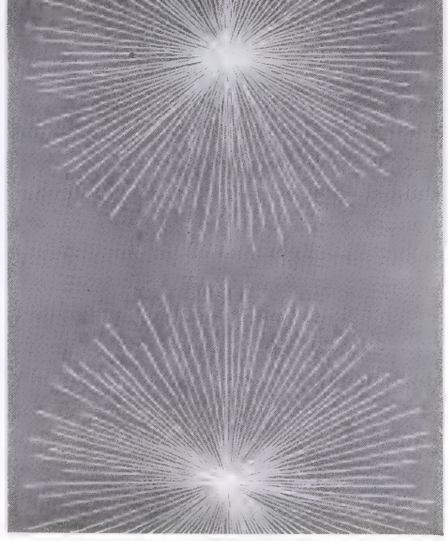
It's a sign of our era that the exotic designs of past cultures—like Mayan motifs in Wall Trends' "Mexicana"—show up in papers.



Certain 18th-century patterns have rich design to lend modern rooms, look even richer printed in gilt on white, like Strahan's "Alstead."

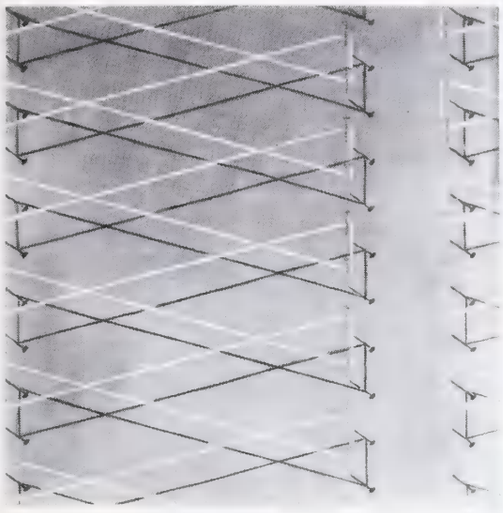
Perennial wallpaper subjects, imaginatively presented like the leaves and berries in James Seeman's "Vienna Woods," have new vitality.





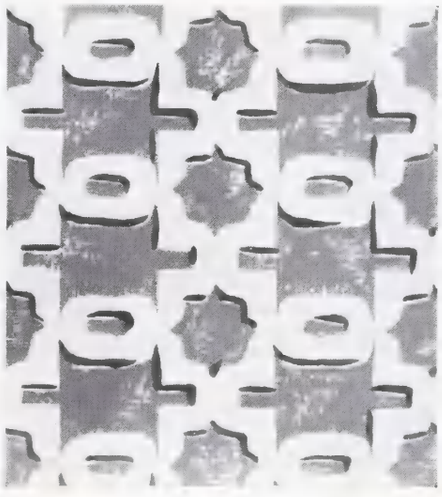
Bold renderings like this huge abstraction of a dandelion, by Denst and Soderlund, bring a new kind of modern art into our homes.

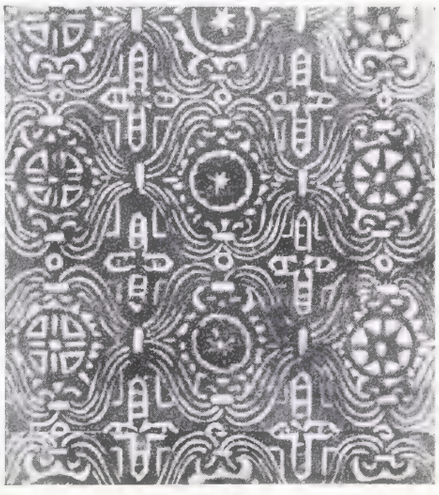
Enrichment is frequently added by the gleam of gold or silver, the very symbol of opulence. Stevens-Nelson green book paper is stenciled in gold.



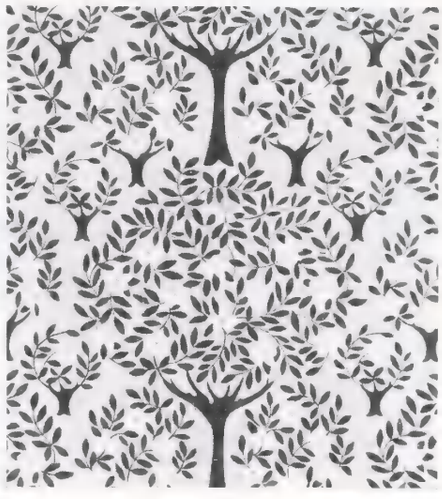
Expect unexpected, eye-fooling design, often inspired by the commonplace, like York's shadow pattern of threads and pins.

(Right) Out of our growing contact with the whole world come design influences like the oriental pattern of Louis Bowen's "Arabian Lattice."



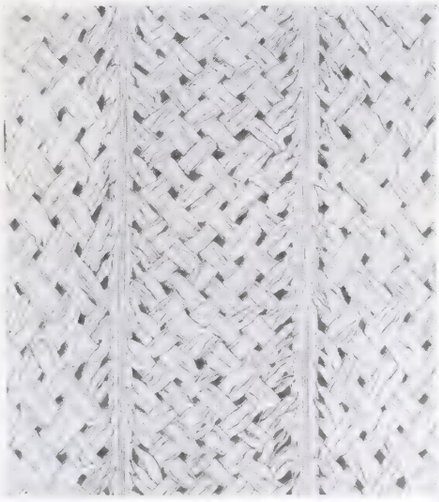


(Right) Like many new patterns, United Wallpaper's "Blossom Time" looks deceptively simple, but subtle-perspective assures lasting interest.





Louis Bowen's "Fern" is three-way enrichment—a pleasing nature pattern, an embossed texture, and a background of silver.



Wallpaper can enrich a room by creating the illusion of architectural structure. James Seeman's "Palm Screen" adds a textured look, too.



Everything is a worthy subject for today's wallpaper, as F. Schumacher's "Curiosity Shop" shows. Sole criterion is to delight.

Please turn the page

WALLPAPER

continued



Look for new treatments of conventional patterns. Warner's "Chintz Tracery," outlines flowers and birds of chintz in white on green.

Popularity of sensitively patterned designs like F. Schumacher's "Pressed Leaves" is proof of a new appreciation of the romantic.





Right, black and white delicacy of Imperial's "Meadow Bloom" gives a room the enrichment of fine engravings.

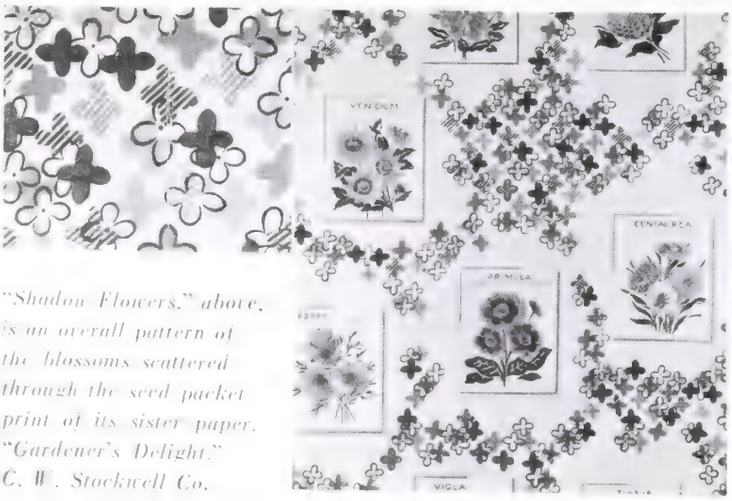
The current revolt against obvious color and design gives us subtle tone-on-tone papers like Bowen's "Shadow Form Damask."



ALL PHOTOGRAPHS ON THESE TWO PAGES BY ANGELO PINTO



James Kemble Mills's silk-screen "Flower Stand" is hand printed in gray on white for the self-assertive who might like to color their wallpaper to suit their own tastes. Colors can be added in appropriate parts of the pattern, or it can be colored to order—or sprayed with glitter. Its very existence indicates the growing numbers of practitioners of free taste.



"Shadow Flowers," above, is an overall pattern of the blossoms scattered through the seed packet print of its sister paper, "Gardener's Delight." C. W. Stockwell Co.



The revival of flocking is adding to new wallpaper the enrichment of dimension and texture such as you see in this frosty fern pattern. The Birge Co., Inc.

For more photographs of enriching wallpaper, see page 240

HOUSE BEAUTIFUL BEGINS A NEW DEPARTMENT IN ITS CONTINUING PROGRAM TO IMPROVE THE QUALITY OF YOUR DAILY LIVING

The MODERN EPICURE

This new department will translate the great recipes and traditions of all times and all cultures into modern foodstuffs and methods. We now have at our disposal such a diversity of everything that we can eat our way not only around the world but through all ages—experiencing all of the best in gastronomical achievement.

This new food department will offer more than recipes. It will combine the latest methods and commercial foods for the purpose of saving labor and time. It will name trade names, wherever a particular brand is especially suitable. It will advise on modern appliances and equipment. It will emphasize the prepared products of the food industry wherever they offer quality as well as the convenience of time- and labor-saving.

But above all, The Modern Epicure will be concerned with the finest food it is possible to produce in our time. Epicurean eating will be its chief goal. It will handle all phases of food shopping, storing, preparation, and serving, and present the problem whole—instead of in bits and pieces. The possibilities are great, and we expect our new department to be great. We invite you to follow it.

Poppy Cannon, *Food Editor*
Julie Polshek, *Food Products*
Charlotte Conway, *Equipment and Appliances*
Virginia Stanton, *Party Editor*
Mary Elizabeth Wiley, *Researcher*
Priscilla Langewiesche, *Researcher*
Jean Harris, *Researcher*
Nicolette Yuelys, *Nutritionist*
Victor Bergeron, *"The Kitchen Kibitzer"*

By Poppy Cannon
House Beautiful's Food Editor

What it means to be

A MODERN EPICURE

It means taking full advantage of all the amazing things industry offers us to make food easier to prepare, and better to eat. Everybody pays lip service to this idea, but very few really fully grasp what it means—how it can free us to eat by the greatest epicurean standards of all times

We are developing in this country a new kind of epicure. Always in the past, the epicure has been an appreciative and knowledgeable eater. Now this new kind of epicure is an active cook—often even a creative cook.

The old-time epicures, such as Lucullus or Mme. du Pompadour, never did anything more than delight their palates with delicacies prepared for them by professionals. But now the epicure is actor as well as critic.

If you want to dine well today, you have to know how to cook a good meal yourself. But if you don't want to make cooking a full-time occupation, you have to know all the short-cuts and how to harness all the modern foodstuffs and equipment born in our times.

This new department is dedicated to showing you how to achieve the very best in eating with the least amount of fuss. It will be cookery that has one eye on the clock and the other on the highest standards of the gourmet.

To be a modern epicure means being a perfectionist, a stickler for the *little* detail that makes the *big* difference. But it is perfectionism done with modern facilities rather than the laborious ways of the old wives' tales. It means having a sensitive appreciation for the foodstuff you are working with, regardless of whether it is fresh, frozen, canned, dried,

(*Please turn to page* 163)



The meaning of this living kitchen

The best measure of the revolution in the food world is the change that has turned the kitchen into a presentable living room. Just as modern cooking is a new language (because the ingredients are so different), so the kitchen has changed because the work done there is so different, and because modern materials can look so beautiful—yet still be practical. The exhibition kitchen on this and the next two pages dramatizes how luxurious, yet how practical, a modern kitchen can be —and how closely related to the living room.



PHOTOGRAPH BY MAYNARD PARKER



PHOTOGRAPHS BY MAYNARD PARKER





The way modern times have set free the cook is dramatized by the sheer luxury of this living kitchen. All materials in the working areas wipe clean, yet give up no glamour because of their practicality. The roll-about dining table is kept in the kitchen under a counter when not in use. A slide-back glass wall opens the kitchen and the living room to a paved patio. Modern appliances speed the work done here. Ventilating fan carries away odors.

For more pictures and data about this kitchen, turn to page 198



This Living Kitchen
custom-designed
and decorated by
Cannell and Chaffin,
Los Angeles
Landscaped by
Evans and Reeves,
Nurserymen
Exhibited at
Pan Pacific Auditorium,
Los Angeles

A Modern Epicure *continued*

bottled, or whatever. It means being lovingly aware of the intrinsic flavor, so you know how to bring it out—with herbs or with the surrounding dishes in the same menu. It means knowing when to hold back on seasoning and garnitures, because you have got hold of a particularly fresh, full-flavored food.

For example, it means that you don't decide what you do with the strawberries you have bought until you taste them: If they are perfect, you serve them plain with sugar. If they are not so fine, you make them into a shortcake. If they are hardly acceptable, you stew them with rhubarb, or cook them in some way so it is the juice that counts, not their body and texture. In short, the modern epicure lets the quality of the food itself dictate the recipe and how it is to be used in the menu rather than vice versa.

Of course, the modern epicure uses some of the time-honored, yet so-easy tricks of the old-fashioned epicure: the well-dried, well-chilled, fresh salad greens coated with dressing because they have been tossed; the indispensable dash of freshly-ground pepper; the fragrant flurry of chives, the sprinkle of minced parsley, the dash of nutmeg or paprika.

The modern epicure applies old principles to new products: the ginger or angel cake that is carefully torn with a fork or sawed with a string but never touched with a knife —even though it is bought at a store or made from a mix. Or the carefully heated roll—even though it comes from a bakeshop or is "Brown 'n Serve." The meal of the modern epicure is never makeshift. Though informal, it is far from slipshod. Though casual, it is never careless. And it is always fine eating. *(Please turn the page)*









Water in any form

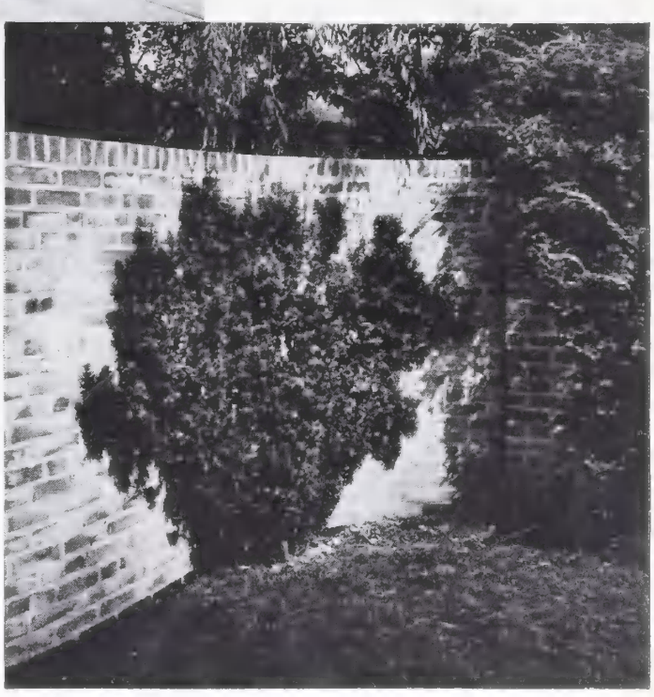
Pools can be tiny and shallow, yet they will bring glamour faster than almost anything else you can do. Homer Dodge, landscape architect.

Skillful staging of plants

It is not the number or rarity of the plants but their staging that counts. This is a rice-paper plant. Kathryn Stedman, landscape architect.

Exciting shadows

The ever-changing pattern of shadows dancing on the floor and walls keeps a garden fresh and pleasing. You can plan pattern when you choose plants and fences. J. O. Lambert, Jr., landscape architect.

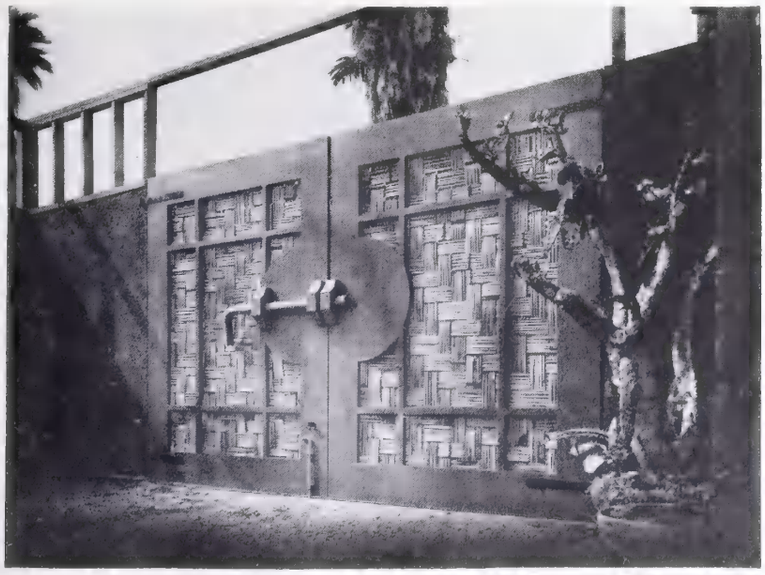


Fine old evergreens

For year-round beauty there must be evergreens. But they needn't be used in the usual ways. This is an old yew (Taxus), espaliered to fit against a wall. Webel & Innocenti, landscape architects.

Interesting contrasts in textures

Plants aren't the only important texture ingredients in gardening. Gates offer a fine chance for the original use of materials that create texture by contrast. Wood and bamboo gate, designed by Paul Frankl.



FOUR PHOTOGRAPHS BY MAYNARD PARKER

Please turn the page





Dramatic backgrounds

Any plant gains importance and often additional beauty when it enjoys a background that accents its best features. The ideal is a background interesting in its own right when the plant is bare in winter. Thomas Church, landscape architect.



A continuous flower show

This is no idle dream. Pot-gardening makes it practical. The lush rose show here comes from nine pots of floribunda roses, slipped between the yews, replaced promptly when they pass their prime. Allen Dalsimer, landscape architect.

The exuberance of fine vines

Vines take up no ground space, yet bring to the garden a lushness unequalled by anything that grows. Prune occasionally, and snip back stray shoots for a stylish tidiness. Avoid tangled jungles and messy vines that drop their leaves all season. Photograph by Maynard Parker; designed by Henry F. Kenney.

THREE PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



Simplicity in planting

Mixing varieties is often a mistake. One variety to a bed is enough, whether it is daffodils, daylilies, delphiniums, or zinnias. It's good always to buy at least *six of a kind, then plant these as a unit.*



Interesting rocks

Old, weathered rocks can be a real treasure in the hands of a skillful garden designer. He uses them as importantly as fine plants—and as rewardingly. Pebbles, too, he finds useful. Note path. Ethelbert Furlong, landscape architect.

More photographs on page 215

Joseph Barry, our Executive Editor, was formerly Paris correspondent for the Sunday Edition of The New York Times. *Writing regularly on the social and cultural life, he had investigated a much-publicized architect called Le Corbusier by talking to people who lived in Le Corbusier houses. He reported on their discontent in his book, "Left Bank, Right Bank." Believing similarly that architecture is for people,* HOUSE BEAUTIFUL *sent Mr. Barry on a cross-country tour of modern American houses to talk to their owners. Here is his . . .*

Report on the American Battle between GOOD AND

By Joseph A. Barry

One day in Paris, Gertrude Stein had remarked, "America is the oldest country in the world."

"Why?" I had asked.

"Because," she replied, "America was the first to enter the 20th Century and slowly the rest of the world is following."

That remark has stayed with me for eight years. As a foreign correspondent, I tested her observations on many phases of European life. And I found it true many times.

America leads the world. I say it with some pride but also with considerable objectivity. I am only repeating what the English themselves are saying in the London *Times* and the French in *Le Figaro*. American novels are not simply best-sellers in Europe; they are also the finest written. Young American painters show some of the freshest talent on the Left Bank. Vital drama emerges more often these days from Broadway than from the Old Vic or the Theatre Marigny.

But America leads the world much more profoundly than I had suspected. For months I have been traveling back and forth across the continent that is our country and what I have found points to one tremendously significant conclusion: First to meet the 20th Century, America is first to master 20th-century life.

Here in America is where modern living has



After studying this house, designed by International Stylist Mies van der Rohe, and after many talks with its owner (see article on these pages), we reached the conclusion that this is a fine example of the bad *modern architecture to which we are opposed.*



BAD MODERN HOUSES

come of age. Here is where the battle between modern and traditional architecture has been intelligently fought and won (as is gradually becoming evident) by the contemporary spirit.

One more battle, however, is still to be won: the battle between *good* modern and *bad* modern houses. You have seen what we consider good modern houses in issue after issue of this magazine. You can easily contrast them in your mind with the house (above), designed by International Stylist Mies van der Rohe for Dr. Edith Farnsworth. After spending some time in it and after many talks with its dissatisfied owner, I have concluded it is a particularly fine example of a *bad* modern house. Now see what you think.

Dr. Edith Farnsworth, a cultured, highly intelligent physician, currently Assistant Professor of Medicine at Northwestern University Medical School, had gone to Mies van der Rohe for a weekend house. Recently it was finished. It is, as you can see, a one-story, open-plan affair with all four sides made of clear, unshaded glass. It is poised in the middle of a small field like a fishbowl or, better, like an emptied aquarium on a steel stand (boaters and campers, on the side of the house away from the camera, are not far off). It has cost Dr. Farnsworth about $73,000 so far.

(*Please turn to page* 266)

THE ARTS OF GOOD LIVING
CREATIVE EMBROIDERY

Enrich your possessions with

A Quick Creative Needle

LESSON Nº 7

By Mariska Karasz
House Beautiful's
Guest Needlework Editor

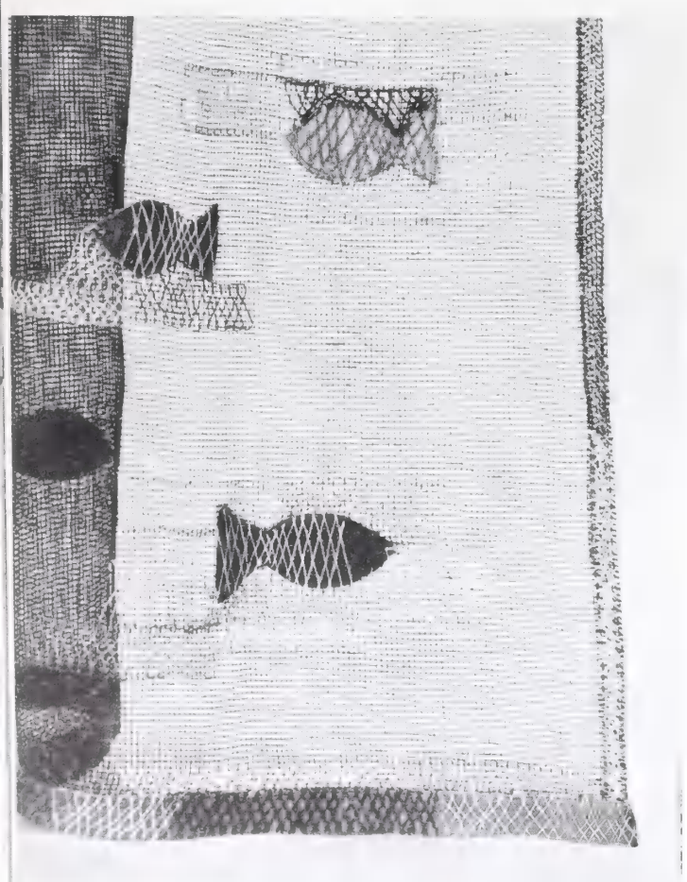
- *Catch Stitch (sometimes called Herringbone)*
- *Closed Catch Stitch*
- *Divided Catch Stitch*
- *Cretan Catch Stitch*
- *Threaded Catch Stitch*
- *Basket Stitch*

Instructions on page 233

A few simple stitches and a sense of playful freedom are all you need to enter the age of the new embroidery. By learning a few easy stitches you can simultaneously enrich your home. Take the first step and you are there! You are much more creative than you think, once you free yourself from your own self-doubt and your painful memory of old-fashioned, tedious needlework.

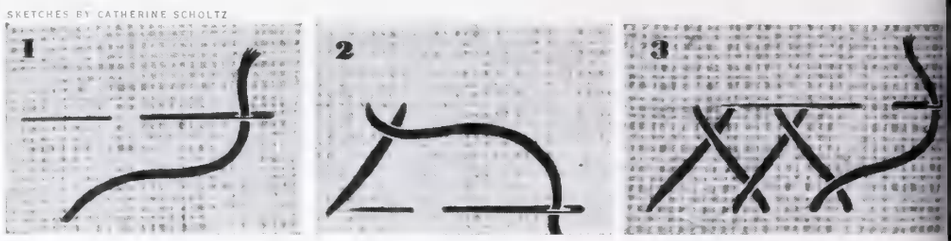
When you look at the embroidered headboard and bedspread opposite, and at the curtain to the left, you see that I am talking about a new and far different approach to needlework. I know that embroidery can be a fast-moving, free-sweeping expression of personal creativity. Once you have learned the simple stitches, you have at your finger tips forever after the way to enrich your surroundings with your own ideas of texture, color, and pattern. When you do this free-style needlework you let your fancy be your guide, rather than follow a ready-made pattern. Everything you make, whether it's a table mat or a hanging wall panel, really becomes a one-of-a-kind piece of personal art work.

The basic embroidery stitches (*Please turn to page* 232)



PHOTOGRAPH BY TED KOEPPER

SKETCHES BY CATHERINE SCHOLTZ



You can get fast results from the simple Catch Stitch

Variations of the Catch Stitch (shown above and sketched in detail later on in this article) produced the mosaic-like pattern of the embroidered headboard and bedspread opposite. Background shows closeup, indicating how multi-colored strips of patchwork were appliquéd and caught in a net of Overlapping Catch Stitch. Fish is Threaded Catch Stitch, worked in metallic yarn. Curtain (left) is a minnow net, first bordered in linen, then stitched in Overlapping Catch Stitch. Inner border is Closed Catch Stitch. Linen is Hillsdale Antique, from Brunschwig & Fils. Headboard, without embroidered upholstery, by Kittinger Co.

COLOR PHOTOGRAPH BY WILLIAM HOWLAND



Glassed-over skylight shows where basement was extended out by 3 feet, thus opened up to light and view. How this skylight looks inside is shown at right.



PHOTOGRAPHS BY JACK ZEHRT

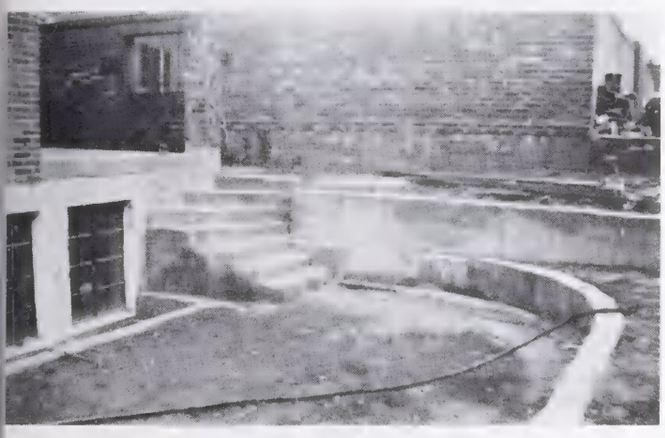


You're inside the new room, below, but are scarcely aware of it, so gentle is the transition from up to down, so open the feeling, thanks to glass and garden.



See above how the new room now extends out under its glass skylight to capture floods of light and a view to the garden, thus gaining greater dimensions.

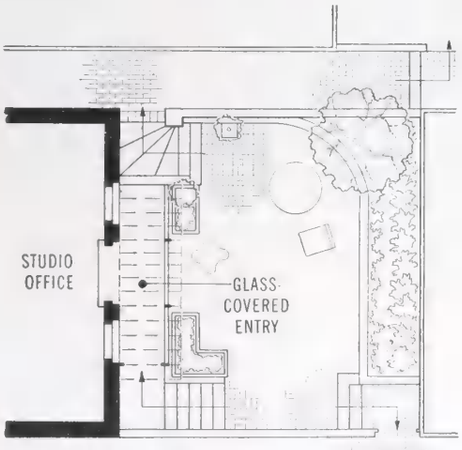
Add a new room to your old house



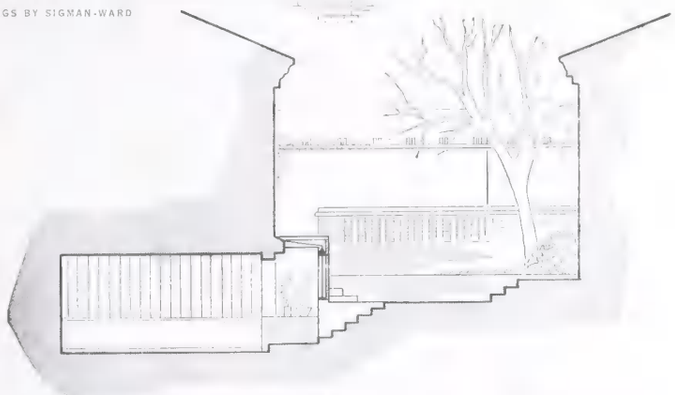
If you have a basement, it may hide an extra room.

See how this was opened to sun and garden outside

Above: Original basement. Below: Cut-away section and plan show how basement was remodeled by excavating, moving wall outward.



DRAWINGS BY SIGMAN-WARD



More details about this house on page 227

To make a basement habitable you must do two things:

1. Lower the ground level outside, so the outside wall of the basement is no longer below grade and can be remodeled with big windows. That means you create a new sunken garden outside your new room.

2. Now that your basement is no longer below ground, you can build a new wall filled with windows. This may be in the same place as the old wall, or it can be outside the perimeter of the house to permit a skylight, so sun can enter from above as well as from the sides.

This basement room in Clayton, Missouri, was literally buried to its eyebrows. Architects William A. Bernoudy and Richard Mutrux first excavated an area four-feet deep and three-feet wide across the south wall. Next they enlarged the openings in the wall and put in a door. Then this outside extension was covered, top and sides, with clear plate glass, giving the effect of a conservatory.

Light and sun now flood their studio-office. The transition from garden to basement is gradual and beguiling. From inside there's a view and a feeling of sunny openness. It's comfortable because the hot, high, summer sun can't invade it, but the winter rays reach far inside. To see how to control dampness and odors in this or any basement, turn to the next page.

For five more ways to make your basement livable, please turn to page 226

How to make your basement dry and sweet-smelling

By Dan MacMasters



You freshen basement air with germicidal lamp that destroys the causes of many odors.

Electric dehumidifier prevents basement damp by "wringing" water vapor from air, also makes you feel cooler.

DRAWING BY SIGMAN-WARD

A dehumidifier and germicidal lamp can accomplish wonders

Has your basement seemed a mixed blessing? When you need its coolness most, it drips with condensation and smells slightly spoiled. When you use it as a storeroom, your possessions are attacked by rust, rot, or mildew. But don't write it off as necessarily gloomy, damp, and smelly. There are lots of things you can do.

You've seen on the preceding two pages how to turn a gloomy basement into a sunny, open room. But even without complicated remodeling you can get rid of dampness and smells, and make it seem cooler in summer and completely livable the year around.

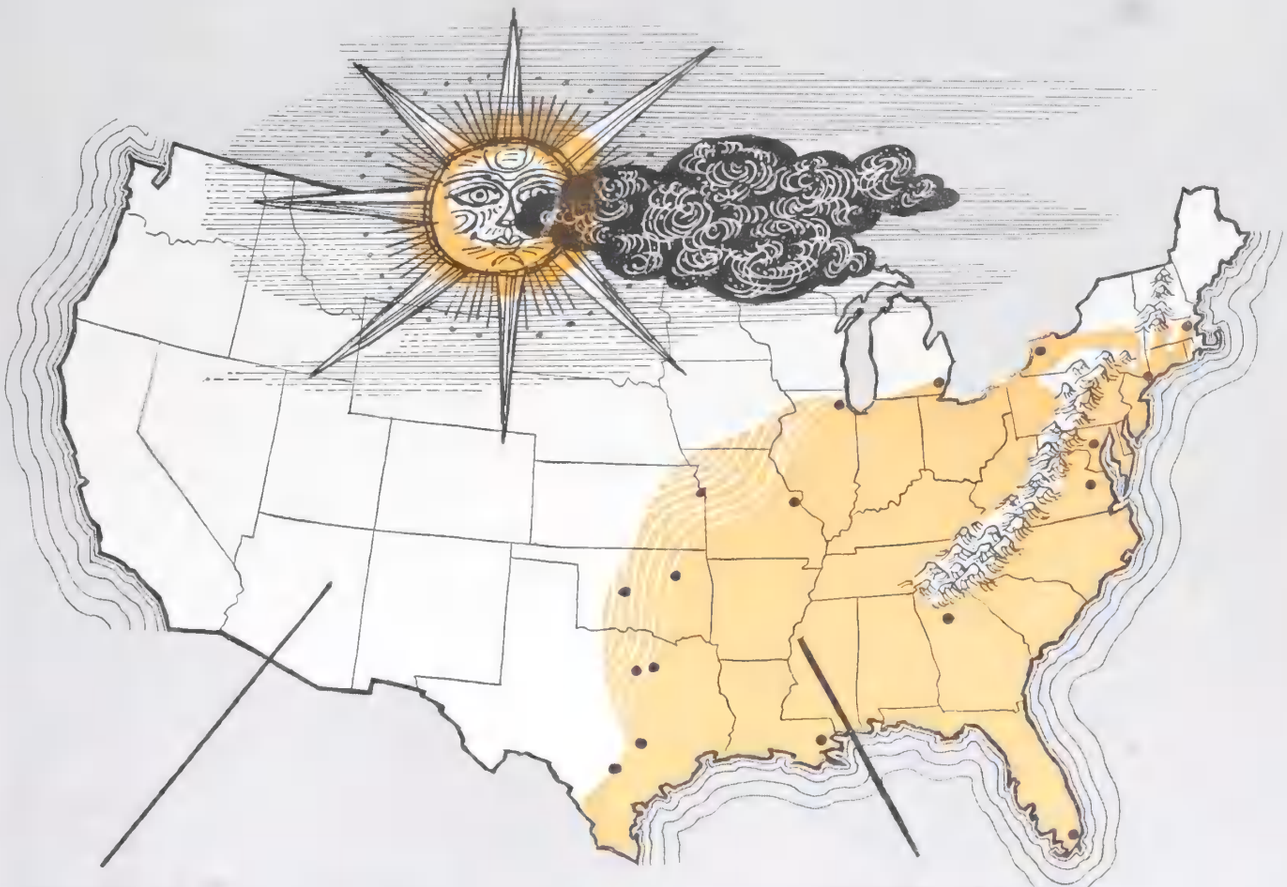
There are two main steps: First, "dry" the air with a dehumidifier. Then, get rid of the odors with a germicidal lamp. Of course you must keep the basement windows closed if you use a dehumidifier, or it will be as hopeless as trying to empty the ocean with a sieve.

Take the steps in that order. Maybe the first will solve your basement problem. If you have to take both, they won't be costly in terms of the comfort and living space you gain. Dehumidifiers cost as little as $20 for chemical types, $145 on an average for electrical units. Germicidal lamp fixtures for odor removal are priced at about $10. There's no installation charge for any of this equipment, servicing is rare, and operating costs are low.

Keeping the windows closed in your basement all summer helps keep out the warm, moist air that makes trouble. This air is heavy with invisible water vapor and when that wet air touches the cool walls of the basement, beads of water form (*Please turn to page* 247)

There are summers and summers

Comfort-wise, and when it comes to building, the U.S.A. has two kinds of summer: Eastern and Western. The boundary between the two is approximately as shown on this map. If you live in the Eastern summer, this article is good summer reading



WESTERN U.S.A.

Very hot sun, dry air, clear sky. Nights cool off well. Ventilation is no particular problem. Comfort depends mostly on proper shading of people by big hats, windows by overhanging roofs, and whole house by planting.

EASTERN U.S.A.

"It isn't the heat, it's the humidity!" Moist warm air, hazy hot sky. Nights very warm. Comfort depends mostly on breeze. To keep dry and cool, people need houses that open up and permit constant air movement.

HOW TO USE THE WIND

By Wolfgang Langewiesche

Do you really know your summer weather? In their report on ventilation on which this article is based, the research people talk as if the wind always came from the same direction. Well, it just about does!

The really oppressive hot summer weather of any place always comes with a certain wind. In fact, it is this wind that makes the weather so hot! At least, this is so in that part of the U.S. that has moist-hot summers. We get oppressive summer heat whenever the continent-wide weather situation *starts feeding tropical sea air into the U.S.*—from the Gulf of Mexico, the Caribbean, the waters around the Bahamas. The air comes to you, depending on where you live, as a south wind, or a southeast wind, or a southwest wind. You probably sometimes get another sort of hot weather that is accompanied by a northwest wind. Then the sky is very clear, the sun is very strong, and the thermometer may go very high. But *that* kind of summer heat is not so bad, because the air is dry, and because the nights are cool. What makes our eastern heat waves is the moist-warm-hazy heat that comes with a southerly wind.

So, in talking about summer discomfort, in planning a house against summer heat, you really deal with a quite clear-cut problem. Check on me this summer! I bet you that nine out of ten of your really hot oppressive days are strictly alike. Every really hot day, the wind comes from the same direction; the sun shines from the same angles; the haze in the air is about the same. Even the time of day that clouds form and disappear, the time of day that the wind rises and dies down again, the time of night that it perhaps changes direction—all that is very much the same for all really hot days.

And that is what makes "Climate Control" possible. If you just say, "We've got hot summers in this section of the country . . . ," you are talking yourself into the idea ". . . and there's nothing anybody can do about it." But if you take a good hard look at that hot summer, it sort of falls to pieces. It turns out to consist of a sun at such-and-such an angle, and a wind from such-and-such a direction, and so on. And then you can shade off the sun and scoop in the wind. And presently your summer is much cooler!

The same with a "cold winter," a "long, sloppy winter," "cold, foggy, ocean weather," and all the rest.

That's Climate Control.

From Bryan, Texas, where heat is *Heat*, comes some hot news about cooling breezes. Briefly, it's this: you can now build a cool, well-ventilated house simply by following a few rules and avoiding a few common faults. And even in an existing house, you can get better hot-weather breeze by a few simple tricks with windows.

All this has been discovered at Texas A. & M. That famous school is one of those—the University of Wisconsin is another—that makes a special effort to be directly useful to the people of the state. Elsewhere, the monster, Science, may smash atoms and reach for the stars; here it is made to improve Texas cattle, Texas school buildings, Texas oil wells and water wells, and so on down to Texas houses.

It was natural for William W. Caudill, Research Architect, to start this research with ventilation. Summer heat is so fierce down there in the Gulf Coast plains, that breeze is the most important comfort factor. He and his associates worked mainly with the research tool of the airplane designer, the wind-tunnel. A model is exposed to a wind; the wind can be made visible by smoke-

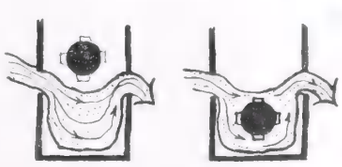
HOUSE BEAUTIFUL'S
CLIMATE
CONTROL
PROJECT

The facts in this article were developed in a research project partially financed by House Beautiful's Climate Control Research Program with a grant made to the Texas Engineering Experiment Station, College Station, Texas. The experiments were conducted by William W. Caudill, Research Architect, assisted by Bob H. Reed, Ben H. Evans. All scientific photography by Roland Chatham. The Texas Station is under the direction of Dr. H. W. Barlow and Arthur W. Melloh.

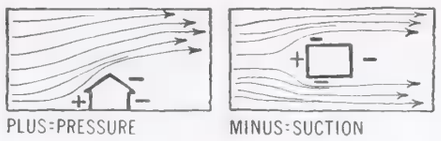
streams. And so, under carefully controlled conditions, you can experiment with shapes and angles to your heart's content. They also checked their results, of course, in full-scale houses.

We'll report their findings in the order in which they can be most easily explained. This will result in a rather crazy mixture of ideas—now some trick you can use right now, even in a rented apartment, and now some rule that would mean building a new house from scratch. Well, never mind. It's all worth knowing.

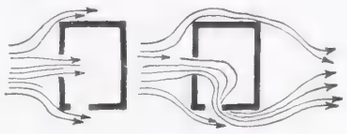
Their first finding: The breeze through a room does not necessarily flow in a straight line from the "in" window to the "out" window. (By "in" window, I mean the window where the breeze comes in; or it may of course be a door or a louvered opening.) In many rooms the air flows sidewise-around in a curve. In even more rooms it goes high overhead. In either case it is likely to miss the people in the room. This strange behavior of air has to do with such factors as wind-direction, the size and shape of the walls, roof-overhang, plantings. It's the kind of effect that is easy to explain once you know what it is—but very hard to predict. The point is: the breeze is quite probably missing you, too, in your present house or apartment. Quite likely, you can make your summers much cooler simply by making sure that the breeze doesn't miss you. How do you find out? Investigate the airflow with cigarette smoke. If the breeze goes around you, why—can't you simply rearrange the furniture? Put the people where the breeze is! If the breeze flows too high



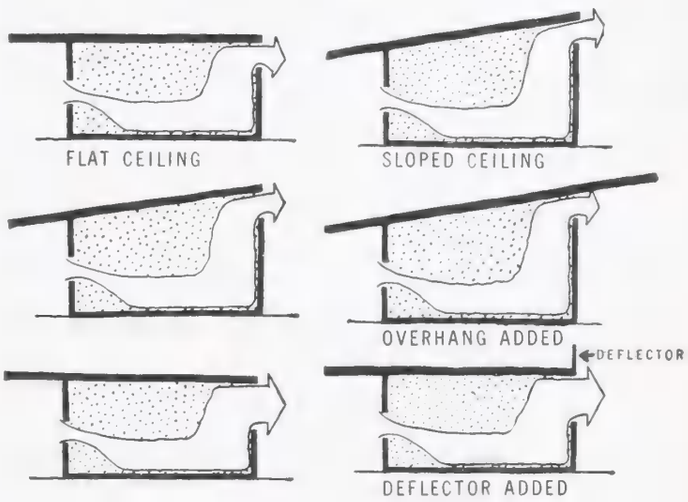
(*Please turn the page*)



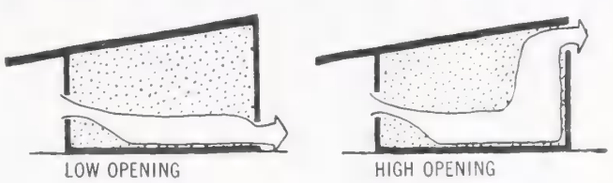
Wind flows around a house, building up pressures in some places, suctions in others. Lively ventilation comes by taking air in at place of pressure, letting it out at place of suction.



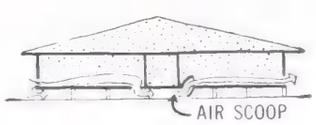
Suction areas are often found on the side of a house, and "cross-ventilation" does not necessarily mean that inlet and outlet have to be exactly opposite each other.



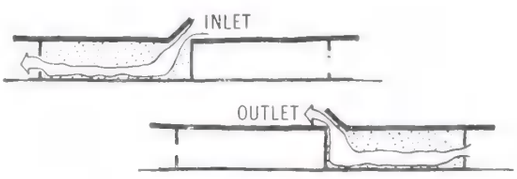
Architects have recently tried to increase airflow through a house by special devices. Three systems (overhangs, deflectors, shed roofs) tested in wind tunnel made no difference.



This shows that the inlet window determines where the breeze will go inside a room. The location of the outlet window does not have much effect upon the direction of the flow.



Ventilation does not have to be by windows only. Two unusual ways to get air into house and out again: outlets in floor in windward rooms and intake scoops in floor in lee-side rooms.



Wind scoops on roof are not a new idea. They have long been used in India. The kind that revolves and faces into the wind has been found to be the most satisfactory.

More illustrations of wind control on page 244

How to use the wind *continued*

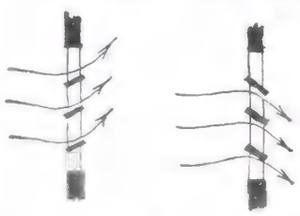
overhead (the more frequent case), you'll have to do some more fundamental doctoring. Which I shall now explain.

Their second finding: Just where the breeze goes in a room depends entirely on the location and design of the "in" window. The location of the "out" window—high or low, to one side or the other of the room—is much less important than everybody had thought. The "in" window has a strong directive effect upon the breeze in the room. So if the breeze misses the people, it's the "in" window that must be doctored.

Their third finding: Since it is so common for the breeze to cross a room too high, doing nobody any good, it follows that *the "in" windows are commonly set too high*. Of course, there are reasons. Main one: the window serves a triple purpose—to let in a breeze, to let people look out, and to put decent daylight on desks, kitchen counters, etc. For the first, you want your windows low, as just explained. And for the second, you want them middling because that gives the most pleasant view. For the third purpose, you want them high. So most windows are middling high. Of late, some architects have begun to divorce the three functions. They get working light by skylights, and breeze perhaps through louvered openings set below the window. You can see this is a good idea. At any rate, it is worth knowing that for summer coolness you want a low-set window, with a low sill-line. This is just opposite from popular thinking, which for hot climates favors high ceilings, with tall windows which very likely have a high sill line!

But you can't move your windows down in your present house or apartment. You may have trouble getting them low enough even in a new house. Therefore, you may want to try and make the breeze from the window blow *downward* a little.

Their fourth finding deals with that: You can bring the breeze down by "deflector vanes." Drawing shows this, and tells the whole story better than any words could. These vanes might be louvers added to the window, like venetian blinds; or you can use the window glass itself as directional vanes. If you use wooden louvers or venetian blinds, you have one basic problem: to keep out sunshine, sky glare, and possible showers, you want to turn them upward. But if you use them to bring down the breeze, you want them turned downward.



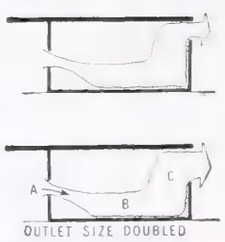


This means that in the daytime you can't do both at the same time: keep sun and sky-glare out and bring the breeze down. However, you can tilt your louvers down at night, in any case, and it's at night that you need it the most, because you want to force the breeze down to the level of the bed.



About using the window itself as a louver, Caudill and company make an interesting point. Many types of window in commercial production today have *some* kind of directive effect—"casement" windows can deflect the breeze sidewise: "pivot" (or louver) windows deflect it downward—or can be set to do so. (See sketches at left.) Caudill says: don't pick the window type just at random. Pick for each window or for each side of the house the type of window that does the job that needs to be done. Maybe on one side of the house you want to scoop the breeze sidewise into the rooms: use casement windows. On another side maybe you want to push the breeze downward: use a window type that will do that. It can very well be done by the "jalousie" type window, or glass louvers. Then there is the "awning" type: this window has many advantages, but unfortunately deflects the air upward. One manufacturer now, in response to the Texas research, is developing an awning window that will swing out and finally up, thus becoming a down-deflector. Main idea: every type of window does *something*. Pick the type that does the right thing for that particular room.





A—breeze 25% faster
B—breeze 25% faster
C—breeze 43% faster

Their fifth finding: If you want the breeze to come in at one end of the room, you've got to let it out at the other end! That's obvious, really. Yet, people keep building rooms with great big openings to let in the breeze—and small openings to let the breeze out. This is the most common fault of houses from a ventilation viewpoint. The small exit chokes off the airflow. *The "out" opening of a room should be at least* (*Turn to page* 244)



Here you are looking directly into the breeze. Behind you, the whole house is almost equally open.

How a house can invite the wind

In Miami, the difference between being in a breeze and not being in one is the difference between ease and discomfort. And since this breeze comes, with amazing consistency, from the southeast, you can safely orient your house to take advantage of it. That is what architect Snyder has done here. To see how he leads the breeze out the other side, turn the page

Mr. and Mrs. Gren Sutter, Owners

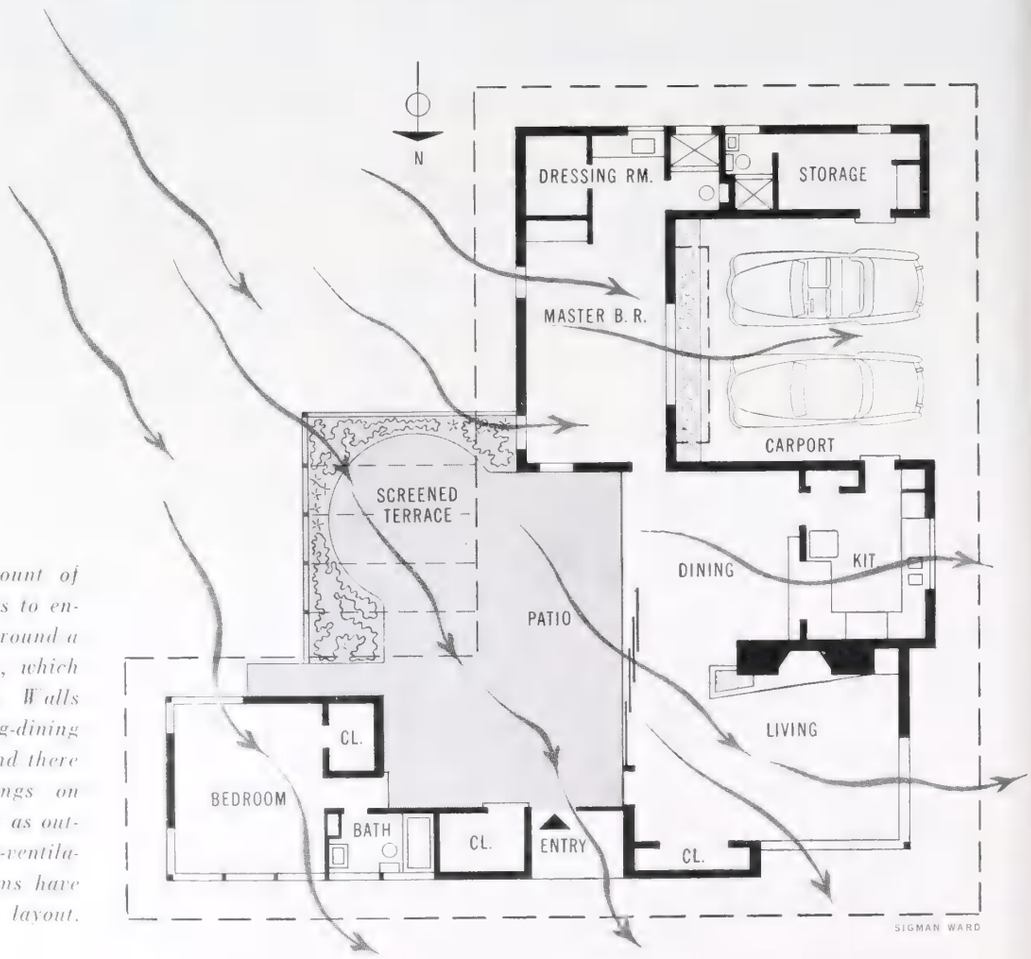
Wahl Snyder, Architect

Claire Sutter, Decorator

How a house invites the wind *continued*



For privacy from street, bedroom windows along north wall are kept high. But they open up 100% and are protected from blowing rain by wide roof overhang. Front entrance is deeply recessed for similar protection. Through the partly open front door you can see right through the house into the patio. In fact, house itself is only six feet deep at this point (see plan). Door is really a gate, "glazed" with matchstick blinds over aluminum screening which lets breeze through.



To get the maximum amount of prevailing southeast breezes to enter, this house is wrapped around a large insect-screened patio, which acts like a wind scoop. Walls between patio and living-dining area are of sliding glass, and there are large window openings on north and west walls to act as outlets. Hence genuine cross-ventilation is built-in. Other rooms have same inlet-outlet window layout.



In any tropical climate, it is not enough to have big openings for warm-weather ventilation. You must also be able to leave them wide open when it's raining, for that's exactly the time when you need ventilation most. This condition is admirably met in the Sutter house by a 10-ft.-wide overhang between glass and unroofed part of patio. However, floor is uninterrupted.

ALL PHOTOGRAPHS BY EZRA STOLLER



From the kitchen, you look through passway into three distinct "zones" of enclosure. First, the inside of house proper (sliding glass doors give cold-weather enclosure). Then the roofed and paved "porch." Finally, the open patio itself, completely screened and landscaped. In addition to rain protection, these zones cut down glare and heat which are bad in Florida summers.

Please turn to page 225 for more information on this house

Should I use

REGULAR or QUICK-DISSOLVING plant food?

Here's what you need to know about the two kinds of plant food in garden stores this year. Each performs a special job well—neither performs miracles

REGULAR PLANT FOOD

Advantages:

- Saves money. Basic chemicals are cheaper for manufacturer to buy, no expensive purification needed, and finished product is sold in inexpensive paper or cloth bag.
- One treatment lasts for months because some chemicals dissolve slowly, others require bacterial action to make them available to the plant roots.
- Even sizable mistakes in rate of application aren't fatal to your plants if diluted enough and especially if applied evenly via a mechanical spreader, then watered-in.

Disadvantages:

- Heavy and bulky to handle and store.
- Dusty job when applying. (Using mechanical spreader helps.)

QUICK-DISSOLVING PLANT FOOD

Advantages:

- Highly concentrated. Sold in small, sealed container; stores on narrow shelf; creates no dust or dirt.
- Easy to use. Simply dump into water; spray onto leaves.
- Quick results. Food enters leaves immediately, spreads throughout entire plant, within hours, even to deepest roots.
- Provides emergency pick-up for plants that have been moved, pruned, or damaged by drought (no waiting for new roots).
- Safe way to keep plants growing as fast as possible. Only a small amount of plant food is supplied at once; all is absorbed immediately. No need to apply one big lump dose of food, hoping it will last and be available to plants at the right time.

Disadvantages:

- Expensive. You are paying for the convenience.
- Highly concentrated. Must be diluted correctly.
- Requires regular applications throughout the season.



By Louis Bromfield

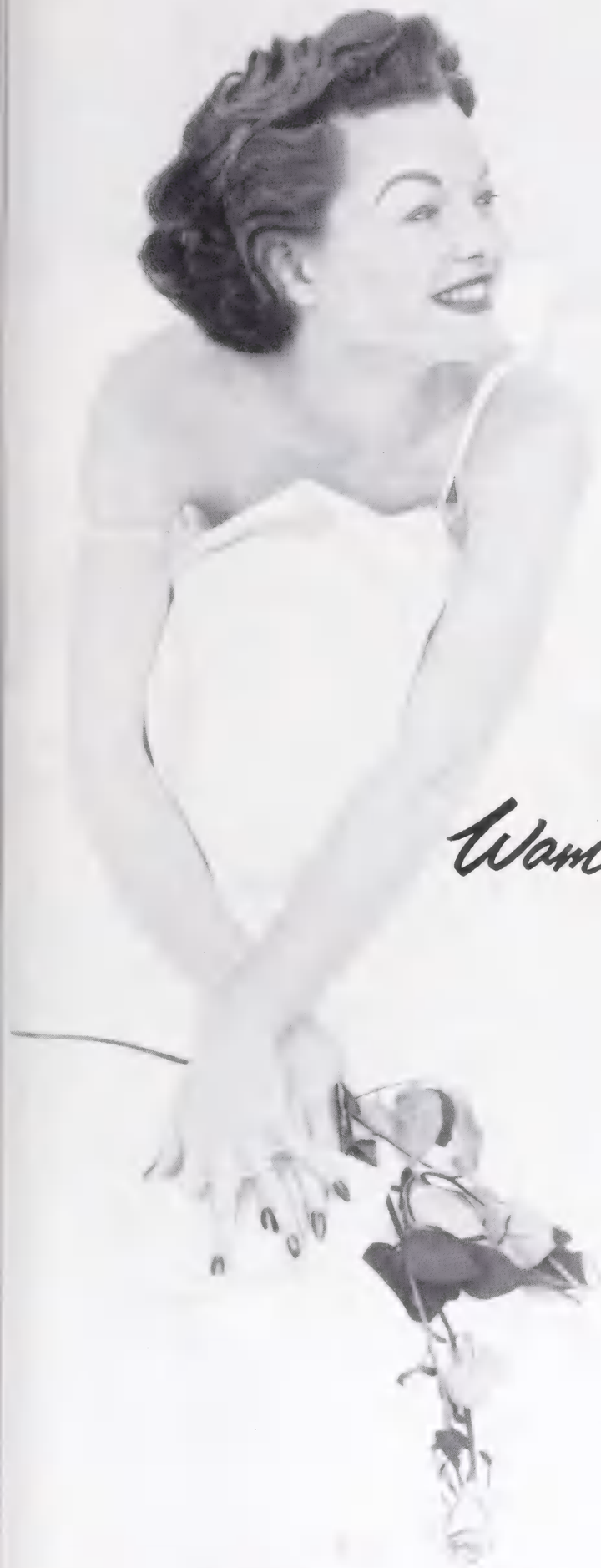
Louis Bromfield, who is famous as a practicing farmer and experimental agronomist, tells here of a new way to feed plants

A revolution has taken place in the way people feed their gardens. For years the accepted procedure was to "stuff" the soil once a year with a giant dose of plant food—then hope enough would still be in the soil to meet the needs of the plants right up until the next year. HOUSE BEAUTIFUL has been a pioneer in advising more frequent applications of smaller amounts of plant food. (Five applications a year. Ed.)

But this is only a minor shifting of method. I'd like to tell you about an entirely new way to feed plants—through their leaves. This *is* revolutionary. *And it works.* Plants thrive. They get a balanced diet—no waiting for chemicals to dissolve, or for soil bacteria to go to work. Absorption is literally instantaneous. And the food quickly goes to all parts of the plants.

Disadvantages? Sure. Cost for one thing—but advantages and disadvantages are outlined (left). Let me tell you how I became interested in this new way to feed plants.

The Snyder brothers, Cliff and Pete, whose main interest is coal, happened to hear me give a talk on the work we are doing here at Malabar Farm. They thought at once of the 600 acres of abandoned land, partially strip-mined, which they (*Please turn to page* 236)



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Almost a sin . . . how pampered you feel on the most caressable, skin-smoothing sheets of all time! For Supercale Sheets are so lovely a legend has grown up about them. And now—wash-wear tests *prove* you can easily afford this great luxury! Tests proved them *stronger* than all other Types tested, including coarse-woven muslins. Extra thrift note—results showed that Supercale's longer service and lower laundering costs *more* than pay you back, over years of extra wear, the little bit more you spend to buy them. So be thrifty . . . buy luxury!

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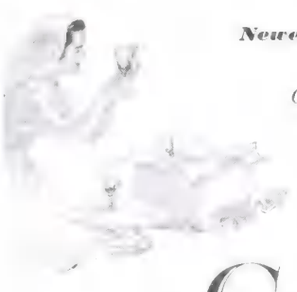
WAMSUTTA SHEETS IN FROSTY TONES, BLOSSOM TONES, CANDY STRIPES AND WHITE — THEY'RE ALL WONDERFUL SUPERCALE QUALITY!



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Cambridge

GENUINE HAND MADE Cambridge MADE IN U.S.A.

fine American hand-made crystal

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 128

buildings (1605) are duplicated, and you'll make it a point to linger around Grand Pré, where memories of Evangeline are still fresh and poignant.

City of bells

Of the several ways to see Quebec City, the best way, if you have time, good feet, and curiosity, is on your own.

Go early in the season, before the Quebecois have withdrawn in advance of the onslaught of summer tourists, leaving their city like a museum—something to see but not necessarily to share. Write ahead for reservations at the Chateau Frontenac, for it's likely to be crowded even early. You'll want to stay there not just because it's comfortable, or even famous, but because it will put you in the right mood with your environment.

Then get the conventional sightseeing over with—the trip to Montmorency Falls and Ste. Anne de Beaupré; the excursion to the Ile d'Orleans (actually no longer quite so quaint as mooted, but still charming, and strewn in June with a myriad of white daisies). Take the guided tour of the Citadel—from these bastions you can plot your future way through the city's streets. Further orient yourself during the inevitable tourist's drive in one of those horse-drawn *calêches*.

Then, with the background thus filled in for you, put on your most comfortable shoes, ready your camera, and start out to see Quebec. Most of all, take your time. They say no other place offers such symphonies of texture as the cobblestones and masonry of old Quebec. Wait for the proper play of shadow across them before you take that picture. Try this angle and that, to properly frame iron lacework, swooping roofline, massive gate.

Allow even more time for the Lower even older City, reached most quickly and effortlessly via the Ascenseur from Dufferin Terrace. Here are narrow streets to wander at will, each bustling with life and color, antique and curio shops to inspect; restaurants like Poirrot's, where the baked beans are strictly French Canadian, the *soupe aux pois* a savory meal in a bowl, the coffee black, and your companions definitely sea-going. From the Lower City also you'll want to take the ten-cent ferry trip across the St. Lawrence to Levis, if only for a view of the famous Chateau-crowned skyline between boats. And on Dufferin Terrace, from under its Victorian pavilio as lacy as a pair of pantalett you can watch the Quebecois str by of a soft spring evening, laug ing and friendly. From here t view is fine indeed, whether acr the river, where, with the approa of St. Jean Baptiste Day, June nightfall brings a fine glimmer decorative lights, or up river a to the distant Laurentians. A here, early on a Sunday mornin you can sit in utter peace, wh the warm sun soothes your nerv and Quebec's innumerable chur bells, a veritable chorus of chur bells, make the rest of the wo seem very far away.

Quaker City garden tour

New on the notable list of Ea ern Seaboard springtime op houses is the Pennsylvania Hou and Garden Tour, May 7 to Although, for this, its first ye the Tour will be limited to t Philadelphia area, it represe even so a very nice opportun indeed. For one of the countr richest concentrations of love homes is in the famous Philad phia suburbs, lacy now with fr tree and dogwood bloom, gay wi tulip borders and rock garden d plays.

The list of those open for t tour is a generous one, at le 10 houses to visit each day, Frid through the following Tuesday, a it covers the magnificent estate well as the smaller, more intimate planned home. It includes also su rarities as a modern home in setting of box planted in 181 the oldest planned garden in Am ica; a garden for the blind; house exhibiting the finest colle tion of Chelsea china in the worl and the handsome group of histo mansions in Fairmount Park, f nished by loans from old Phil delphia families, and open to t public for the very first time Sunday.

Your visit will be enlivened, to by such side events as the openin day get-together at Longwood G dens, where the fine conservato will be open to tour guests fr 1:30 in the afternoon until aft an evening display of the famo fountains, which start playing nine; and, on Saturday night, special performance of *H. M. Pinafore* in Goodhart Hall, Br Mawr College—tickets by m order, $2.50.

Make tour reservations ahead ordering tour tickets now: $20 the complete tour; $5 for whate

you specify, from Room 330, Sheraton Hotel, Philadelphia. can visit single houses at $1 And a Tour Guide, suggest- ccommodations, will be sup- with your tickets.

e-scale birthday parties

holm's 700th birthday, cele- d May through September. ts of note each Sunday ghout the summer; guided of the Old Town each Thurs- afternoon; special bus tours ing off the modern city; and e flurry of student carnivals. s contests, patriotic observ- and such, with flags and decorations. For the most however, go early. If you're June 3-10, you can get in e first annual Stockholm Fes- of music, drama, opera, ballet, ilms, when Sweden takes her in the spring festival season dy participated in by Norway, ark, and Finland. The official day observance is early, too— 17 through Midsummer's Eve, year June 19. (Any Scandi- n Midsummer's Eve celebra- any year, is alone worth the of admission.) For informa- the Swedish National Travel . 630 Fifth Avenue, New 20.

Istanbul's 500th anniversary, May 29 through June 7. You'll admire of course, the new Turkey, and be glad for the fine shops, night clubs and hotels in the smart Beyoglu section, where the new Istanbul-Hilton Hotel is scheduled to open in time for Anniversary guests. But if you are also curious about those harems, and those exotic ladies in veils and trousers, you couldn't have picked a better time. For Istanbul will celebrate by faithfully re-enacting the events through which it was captured by Mehmet II in 1453. They will be using authentic costumes and props and following history even to the transportation of a ship overland between the Bosporus and the Golden Horn as Mehmet II did. In emulation of his armies, a massive military parade will then dramatically enter the city exactly where Mehmet II himself breached the wall. Information: the Turkish Information Office, 444 East 52nd Street, New York 22.

Ohio's sesquicentennial, celebrating a proud 150 years of statehood. Much of the year-long program will concern the Winning of the West, in which Ohio played so great a part and from which she has in-

(*Please turn to page* 234)



She's Fashion-wise

She uses Eaton's Open Stock

CALAIS RIPPLE

. . . only fine fashion will do, but she's economy-minded, too. That's why her choice is an Eaton *Open Stock* Letter Paper with *matching paper and envelopes always available.* Since paper and envelopes are sold separately, this smart shopper buys what she needs when she needs it, never wastes or has to apologize for mis-matched letters.

Eaton's Calais Ripple has a lovely laid texture. Its classic shape and colors are enhanced by deckled edges and linings in the envelopes. White, Blue, Grey. At fine stores everywhere.

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A truly livable group of upholstered furniture that captures the warmth and charm of casual "American" living. You will bring fresh, new personality to your home with these amazingly versatile designs that blend so well with other styles and finishes.



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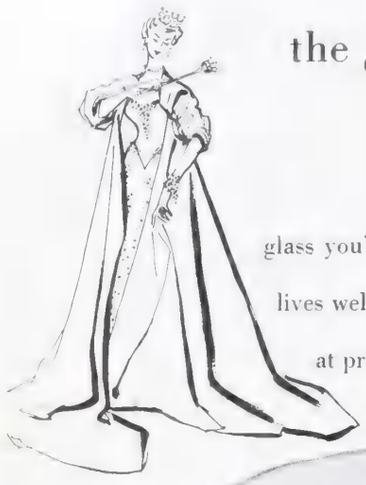
At Leading Furniture and Department Stores Throughout the Country

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BY GLOBE

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You'll give a
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the *Princess*
in your home

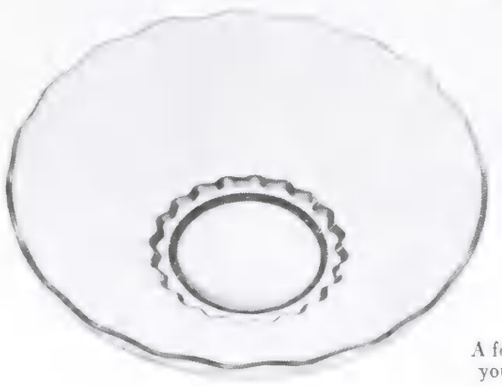


This sparkling Viking crystal is glass you'll cherish proudly. It is smart and very modern . . . it is glass that lives well with you. Choose The Princess at your good Viking store, at prices that are typical of all Viking's attractive values.











A few of The Princess pieces you will see at your Viking store are shown here: The 11" sandwich tray; the 6" compote; the 8" salad plate; the 10" shallow bowl; the salt and pepper. Ask to see the whole Princess line.

Treasured American Glass

VIKING HAND MADE

Creators of "The Quality-Crowned Crystal"

VIKING GLASS COMPANY NEW MARTINSVILLE, WEST VIRGINIA

TAKE IT EASY, *Lady!*

Keep up with the newest labor-saving conveniences. They will help you streamline your housekeeping

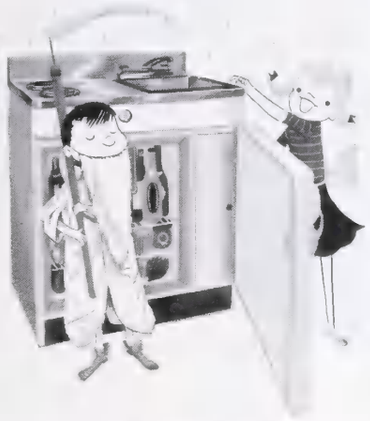
By Charlotte Conway



Dryers are so new on the market that it's safe to say some housekeepers may still be reluctant to use them for delicate fabrics. Now you need not worry about even the filmiest garments if you dry them in the Caloric automatic gas dryer. This works on what they call "Lo-Heat-Hi-Breeze" principle. In other words, heat is safely low enough for fragile materials, but the volume of air circulating in it is so high that drying time is cut, shrinkage is minimized, and wrinkling is reduced. Door drops down to form convenient loading shelf.



Have you avoided serving broiled foods because you feared burns from a hot broiler rack? No worry now. The Chambers gas range people have a new In-a-Top unit with a combination griddle broiler in the top between the usual four burners. To broil, turn the front handle, which swings up the griddle, raises the broiler to counter level. A second handle adjusts broiler to desired distance from the flame. You never touch a hot spot. Whole range top builds into the counter at the height most convenient for you.



Those of you who vote for stainless steel in the kitchen every time will be glad to know Acme has brought out their Space Master with stainless-steel top. In case you don't remember, Acme makes one of those boons to people living in small quarters—a combination sink, range, and refrigerator in one, measuring 36″ high x 30″ wide x 23″ deep. You can order one that cooks with gas, or one that cooks electrically. This remarkable appliance has two cooking units, and a 4-cubic foot capacity refrigerator. Grand for small families.



Lots of people have a phobia about heavy weights, or have been warned against lifting by their doctors. The Apex people recognize this, and have built a new vacuum cleaner weighing only 16 pounds. What's more, it's mounted on ball-bearing rollers, so glides over all kinds of floors without effort on your part. The new cleaner has a disposable paper dust bag, and a permanent cloth dust bag. Used together, you get extra filtration. If you don't want to use the paper bag, you'll have plenty of filtration with the cloth one alone.

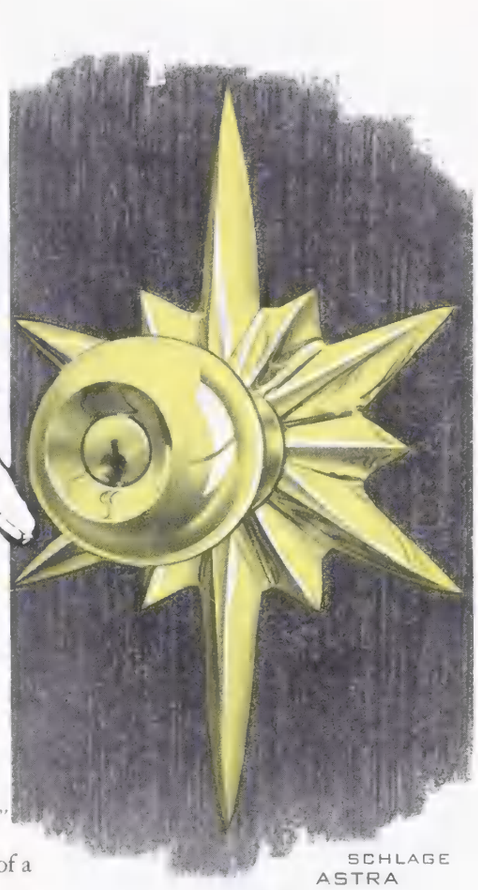


Two improvements in Hotpoint's dishwasher will appeal to those who have reservations about this most labor-saving of devices. Now there is a new kind of detergent "cup," which releases detergent in two washes, instead of in just one. You can see that this double washing reduces the possibility of spotting to practically nothing. Next improvement—racks are redesigned. Upper one rolls out on ball bearings for easy loading. Racks can be adjusted to provide for large dinner plates, or as many as 31 tall glasses.

(Please turn the page)

Reach for a Star



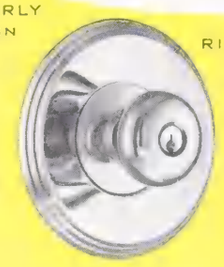


When you reach for the entrance lock of your new home, be proud of its beauty . . . and confident in its security. The "Astra" star pattern is just one of a galaxy of distinctive Schlage Lock designs that embody the utmost in safety and convenience. Within reach of every home planner's budget, Schlage Locks are quality-proven by many years of dependable service.

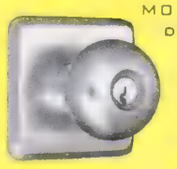
SCHLAGE ASTRA DESIGN



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CAPRI DESIGN

A FEW OF THE MANY ATTRACTIVE SCHLAGE LOCK DESIGNS



FREE—"Home Planners Guide"

You'll want this guide book for your adventure in home planning. In brilliant full color, it pictures many lock designs and entrance door ideas that will add distinction to your home. There's even a section on how to select the proper lock for greatest living convenience in each room of your home. For your free copy ask for booklet *650 HB. Schlage Lock Company, 2201 Bayshore Boulevard, San Francisco, California.

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Whatever the occasion . . . whatever the setting . . . they touch it with a special grace. With ILLUSION: You looking as if you were wrapped in a dream! Familiar and beautiful possessions shining with the golden lustre of background, traditions, and atmosphere. They wield the magic of the candlemaker's art . . . the sorcery of America's most urbane and stately candle —VASSAR by Will & Baumer.

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TAKE IT EASY, LADY!

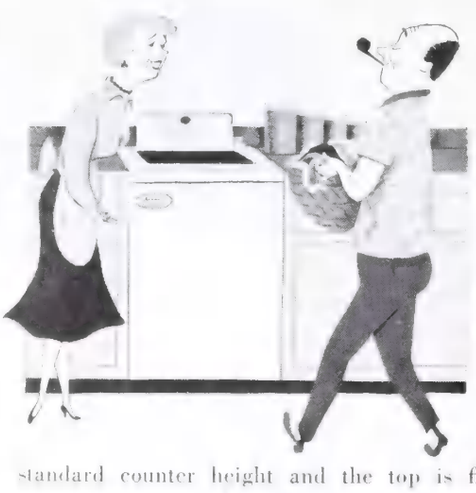
CONTINUED FROM PRECEDING PAGE



If you never can remember what's in your freezer, you'll appreciate a new model with a "chalk-up chart" on the inside of the door, for easy inventory. You can use a regular lead pencil to record food contents, and writing will neither fade nor frost over. Harder Freez, who thought up this handy device for a new upright freezer, also include racks on the inside of the door for frozen juice concentrates. Another convenience is a portable rack called a pie-tainer, with six shelves, a shelf to a pie. Now pies and cakes won't get crushed.



When the new garden really gets going, undoubtedly you'll wish you had a great big cooking unit for those great big canning and blanching kettles. Well, RCA Estate has anticipated your needs. It has put on the market an electric range with a super-giant cooking unit right in the middle of the top, under its famous Grid-All. Lift out the Grid-All, and underneath you'll find the useful unit. It's so big, you can use kettles holding up to 25 qts. of food. Range has 4 regular size top units besides, and 2 ovens, one with Bar-B-Kewer.



Are you one of those people who would love to have an automatic washer, but have space limitations? A new Whirlpool is only 24¼" wide by 24¾" deep, should be installed 5" from the wall. It is standard counter height and the top is flat, so you have extra counter space to add to your convenience. The washer, which is designed with agitator action, has a full eight-pound load capacity. Its single dial permits repeating or eliminating any period of the washing cycle, and soaking, bluing, or bleaching.

See furniture by Heritage-Henredon at dealers' listed below

ALABAMA—Birmingham . . . Rhodes-Carroll Furn.
Mobile . . . Gardn
ARKANSAS—Fort Smith . . . Eads Brothers Furn.
Little Rock . . . Stelnk
CALIFORNIA—Berkeley . . . Stone-Pierce,
Beverly Hills . . . W. & J. Sl
Los Angeles . . . Bullock's Downt
Los Angeles . . . Cannell & Ch
Los Angeles . . . J. W. Robinson Com
Oakland . . . Bonyn
Pasadena . . . J. H. Biggar, Bullock's Pasa
Pasadena . . . Cannell & Ch
Pomona . . . J. H. Bi
Redlands . . . McEv
Sacramento . . . Scofield Furn
San Diego . . . Henry Levy Furniture Com
San Francisco . . . W. & J. Sl
San Jose . . . Kuykend
San Mateo . . . Layt
Stockton . . . Yeager Furniture Com
West Los Angeles . . . Bullock's Westy
West Los Angeles . . . Cannell & Chaffin Westw
COLORADO—Colorado Springs . . . Home Furn.
Denver . . . Howard Lorton,
CONNECTICUT—Hartford . . . Hara Furniture Com
DISTRICT OF COLUMBIA—Washington . . . W. & J. Sl
Washington . . . Woodward & Lot
FLORIDA—Jacksonville . . . Ridgell Furniture
Miami . . . Moore's, Richard Pl
Orlando . . . M
GEORGIA—Atlanta . . . Rich's,
Columbus . . . Hinson's Gall
Savannah . . . Kl
IDAHO—Boise . . . Hend
ILLINOIS—Champaign . . . Reliable Furniture
Chicago . . . Carson-Pirie-Scott Com
Chicago . . . John A. Colby &
Decatur . . . Quigle's Furn
Springfield . . . Sutton's—7th & A
INDIANA—Fort Wayne . . . Jefferson H
Gary . . . James J. Burke Furniture Com
Indianapolis . . . The Wm. H. Block Com
Liberty . . . Fosd
Muncie . . . Fosdick's,
South Bend . . . Ries Furniture Com
IOWA—Des Moines . . . Younker Brothers,
KANSAS—Hutchinson . . . Graber Furniture Com
Madison . . . Sauder Furniture S
Wichita . . . Geo. Innes Com
LOUISIANA—Lake Charles . . . Hemenw
Monroe . . . Dixie Bedding and Furniture
New Orleans . . . Hemenway—521 Royal S
Shreveport . . . Hemenway's—919 Texas Av
MARYLAND—Baltimore . . . Gomprecht & Ben
MASSACHUSETTS—Boston . . . Paine Furniture
Boston . . . John H. Pray & Sons Com
Fall River . . . Mac
Framingham . . . Jordan Marsh Com
Springfield . . . Forbes & Wa
Springfield . . . Red Lion Shop,
Worcester . . . Lotstedt Furniture St
MICHIGAN—Detroit . . . Scott-Shuptrine Company,
Saginaw . . . Herzog Furniture Com
MINNESOTA—St. Paul . . . Weyand Furniture
MISSISSIPPI
Jackson . . . Mississippi Wholesale Furniture
MISSOURI—Kansas City . . . M
St. Louis . . . Craig Furniture Com
St. Louis . . . Scruggs-Vandervoort-Barney,
Springfield . . . Martin Bro
NEBRASKA—Omaha . . . Orchard & Wilhelm
NEW JERSEY—East Orange . . . Schulz & Behrle,
Montclair . . . Hampton H
Newark . . . Hahne & Com
North Hackensack . . . Hultman & E
Plainfield . . . Eber's Fine Furni
Rahway . . . Koos Bro
Springfield . . . Huffman & E
Trenton . . . Manning's Wa
NEW YORK—Albany . . . Van Heusen Charles Com
Binghamton . . . Nelson Ellis Wa
Brooklyn . . . Abraham & S
Central Islip . . . Suffolk Wayside Furniture S
Dryden . . . Ivan H. Spangler Wa
Elmira . . . Morri
Hempstead . . . John A. Sch
Jamestown . . . Wellman Bro
New Rochelle . . . Stan Cassidy,
New York City . . . W. & J. Sl
Port Chester . . . Jos. Tunick & Sons,
Poughkeepsie . . . Mitchell Furniture Com
Rochester . . . Sibley, Lindsay &
Yonkers . . . M. Dee &
NORTH CAROLINA—Asheville . . . Morrison's,
Charlotte . . . Mecklenburg Furniture Shops,
Greensboro . . . Morrison-Neese Furniture Com
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Raleigh . . . Wayside Furniture H
Wilmington . . . Todd Furniture Com
Winston-Salem . . . Hawthorne Furn
OHIO—Cincinnati . . . H. & S. Pogue Com
Cleveland . . . Halle
Columbus . . . F. G. & A. Howald Com
Columbus . . . F. & R. Lazarus Com
Lima . . . J. W. Rowlands Com
Toledo . . . Buckeye Furniture Com
OKLAHOMA—Oklahoma City . . . John A. Brown
Tulsa . . . Cathey Furn. Co., Dickason-Good
OREGON—Eugene . . . Rubenstein Furniture Com
Portland . . . Meier & F
PENNSYLVANIA—Carlisle . . . Farley's,
Erie . . . Dan Chisholm Furniture Co
Erie . . . Trask's Home Furnishing
Harrisburg . . . M. Lee Golds
Myerstown . . . Balu
Philadelphia . . . Horace D. Manko, John Wanam
Pittsburgh . . . Colonial Art Furniture
Pittsburgh . . . Joseph Horne Com
Reading . . . Bloom Furniture Com
Scranton . . . Kaplan Furniture Com
Uniontown . . . Sidney's Finer Furn
SOUTH CAROLINA—Charleston . . . Cowperthwait's,
Florence . . . Tyler Furniture Com
SOUTH DAKOTA—Rapid City . . . Dusek's Furn.
TENNESSEE—Chattanooga . . . Fowler Bro
Johnson City . . . Morrison's,
Knoxville . . . Fowler Bro
Memphis . . . Arthur Seelbinder,
Nashville . . . Period Furniture Com
TEXAS—Abilene . . . Waldrop Furniture Com
Amarillo . . . McAfee's,
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McAllen . . . Jones &
Pampa . . . Fos
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A new idea . . . in furniture that fills your home with warmth

When you buy Heritage-Henredon furniture—whether you start with one piece or several—you'll find that, magically, new warmth, new meaning have been added to your life.

For this is furniture crafted with loving, custom care to be an enduring source of pride—and pleasure. Designs for living room, dining room, bedroom—superbly modern, graciously traditional—constructed by new methods that make possible the below custom-level prices!

Always look for the Heritage-Henredon hallmark . . . for yourself, for gifts.

Graciousness and hospitality keynote this living room group. Extraordinarily graceful sofa has a tufted back, cosy barrel chair has a neat buttoned back. Cocktail, step and end tables are beautifully finished with all the mellowness of old satinwood; have contrasting inlays.

CUSTOM QUALITY at PRACTICAL PRICES

Heritage Henredon *fine furniture*

Factories at High Point, Mocksville, Morganton, N. C.

Comfort and beauty are happily combined in this bedroom scene. The head of the double bed is hand-carved. Night tables could double as end tables. Triple dresser provides ample drawer space for two; top is banded to match the mirror frame. All in genuine mahogany, antiqued or coppertone finish.





Intriguing Furniture Book, 25¢! Page after page of pictures, ideas! Suggestions for living room, dining room, bedroom! For your copy, plus name of nearest dealer, write Heritage-Henredon, Dept. HB5, Morganton, N. C.



← SEE HERITAGE-HENREDON FURNITURE AT DEALERS' LISTED ON OPPOSITE PAGE

Do these things today...



Take a good look at your room. If you don't have a carpet . . . or, if the carpet you have looks shabby or worn . . .



Pick up a pencil and jot down the measurements of your room. Then, before another minute goes by . . .



Call Western Union on your t
Ask Operator 25 for the name
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and here's what you'll have tomorrow!

ROOMS DECORATED BY C. EUGENE STEPHENSON, AMERICAN INSTITUTE OF D



A magnificent new carpet like Bigelow's all-wool Beauvais* can be yours for only about $11.95† a sq. yd. When you see the rich, clear colors . . . and sink into the deep inviting pile . . . you'll wonder how Bigelow ever could offer such a luxury carpet for so few dollars.

The answer is simple as this. After years of research, Bigelow has developed and improved new weaving techniques that result in *higher-styled carpets at lower cost.* Better carpet value for your money.

See your Bigelow retailer's wonderful collection of new floor fashions today. And remember, Bigelow carpets are as practical as they are beautiful. They are easy to keep clean. They add warmth, coziness and quiet to every room in your home. They make floors and stairs safer, too.



Fervak* Modern Leaf resists soil, foot and scuff marks. Wool and carpet-rayon about $8.95† a sq. yd.



Siboney is a sculptured all-wool Wilton. Perfect with modern or traditional furniture. About $11.50† a sq. yd.



Bigelow's Cordalon in wool and special carpet-rayon about $10.95† a sq. yd. Your choice of 8 lovely colors.

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If you don't have this helpful 32-page home-de
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Or send 25¢ to Home Service Bureau, 140
Ave., N. Y. 16, N. Y. *Reg. U. S

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Bigelow

Rugs and Carpet

Beauty you can see . . .
quality you can trust . . . since 1825

LYRICAL LINES

CONTINUED FROM PAGE 143





Marked as they are with a lyrical lightness and a romantic grace of detail, T. H. Robsjohn-Gibbings' new furniture designs for The Widdicomb Furniture Co. are conceived around a hard core of common sense and functionalism. Serving cart (above), sorrel finish walnut on brass wheels, rolls anywhere, can extend its double, sliding top to accommodate a buffet meal.



Here, in clear silhouette, see the gracefully swelling, then receding line that appears, like a design motif, in most of these new pieces of furniture. It makes walnut seem as malleable and sensitive as sculptor's clay.

(*Please turn the page*)

Academy Award Winner ANN BAXTER says—

"It's so Easy to Light!"

THE FAMOUS

STIFFEL-SWITCH

MODERN

ILLUMINATOR

Merely grasp any portion of shaft and apply gentle downward pressure. Press it's ON . . . Press it's OFF!

IF YOU take pride in possessing the unusual as well as the finest —then Stiffel should be your choice in lamps. Precise craftsmanship and magnificent design combine to make Stiffel Lamps the world's finest.

Exquisite Modern Illuminator No. 2963A in polished brass with satin silver Doric shaft. Height 62 inches. 300 Watt reflector flood bulb included.

$49.50*

At fine stores everywhere. Other Stiffel lamps from $19.95 to $275.00

THE STIFFEL COMPANY
CHICAGO

ANN BAXTER
in
"BLUE GARDENIA"

AMAZING PLASTER

Protects Your Family by Stopping

SPREAD OF FIRE!



ZONOLITE®

Gives You Up to 400% More Fire Safety; Added Insulation

Keeping fire confined to its starting place may some day save *your* home! Many a home destroyed by fire might have been saved if flames had been confined for a few precious minutes longer.

ZONOLITE Plaster provides more than those few vital minutes. It's the most fire-safe material you can use on walls and ceilings . . . because in this amazing plaster a wonder mineral, ZONOLITE Vermiculite Plaster Aggregate, is used in place of sand. When you insist on ZONOLITE Plaster, you are assured of up to 400% more fire protection . . . and added insulation in walls and ceilings.



SO TOUGH

Even Nails Won't Chip It!

Yes, it's true! Picture hanging is easy in ZONOLITE plaster, leaves no ugly holes or cracks. When you build, buy or remodel—insist on fire-safe, chip-proof ZONOLITE!

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Write today for FREE BOOKLET

Please rush your FREE Booklet, HI-20, "Your Home —Its Comfort and Protection"—with complete details about amazing ZONOLITE Plaster.

ZONOLITE COMPANY, Dept. HB-53
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SEE YOUR LUMBER OR BUILDING SUPPLY DEALER

LYRICAL LINES

CONTINUED FROM PRECEDING PAGE



Where your eye first thinks it sees a straight line, a second glanc reveals a subtle tapering or rounded edge. Such design richnes makes this furniture ageless, like the Mesopotamian urn or th Egyptian stone with which it appears to be in perfect harmony

PHOTOGRAPHS BY EZRA STOLLER





Buffet, a treasury of storage space with tray drawers and a hinged front leaf, is primarily ornamented by the graining of its walnut wood. This is used for the most part vertically, but on raised panels of cabinet doors, for contrast, the grain runs horizontally



Seen from any angle, these upholstered, slightly winged arm chairs have a rhythmically graceful unity. Any one part—the curved back, the continuing, flowing arm-leg, the incurving back braces, the slender x-bar braces—is beautiful in itself, yet scaled to belong with all other parts. Upholstery covering is new—an ingenious weave of caning, as supple as a fabric.

PHOTOGRAPHS BY EZRA STOLLER



For ornamentation these pieces of Widdicomb furniture rely chiefly on their flowing, sculpted forms, the grain of walnut, and the light-catching sparkle of brass legs or ferrules. But on the chests of drawers, rounded pulls, covered in caning and mounted on brass, add the enrichment of unexpected texture and bright contrast. Mirrors are similarly framed.

BRUCE HARDWOOD FLOORS



NATURALLY BEAUTIFUL

...and yours for a lifetime

In floor beauty, you'll find there just isn't any substitute for the artistry of nature.

These photographs can only suggest to you the warm, mellow coloring and delightful grain pattern of Bruce Hardwood Floors. Best of all, this natural beauty neither fades nor wears away—it will last the life of your home.

To have the loveliest floors in town, choose Ranch Plank Floor (above) with random widths and walnut pegs . . . or a modern parquetry floor of Bruce Blocks (below) . . . or the popular Bruce Strip Floor (not pictured). All three are genuine, solid oak with a superb factory-applied finish.

Your architect, builder or lumber dealer knows all about Bruce Hardwood Floors. For color literature, write:

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Also makers of Bruce Floor Cleaners and Waxes





No. 5316—Oval Cocktail Table. 44 × 31 in. About $90*

Tables by Brandt say such nice things about your good taste!

● Brandt tables slip right into your decorating schemes, quietly reflecting your sense of values. Wherever you use them, they're right at home . . . giving you all the grace and charm of the Old World, combined with the down-to-earth practicability of the New. Brandt tables are masterfully crafted, too—choice Peruvian and Honduras mahoganies, selected hardwoods, finest leathers, and hand-rubbed, English Antique Finish. For big homes or small, versatile Brandt tables are truly best buys. See them in fine stores near you.

FREE! Three new brochures give valuable aid in planning room settings for every room—yours for the asking! Indicate which ones you want: 1. Anniversary Pine; 2. Mahogany Occasional Tables; 3. Mahogany Dropleaf Tables and Chairs.

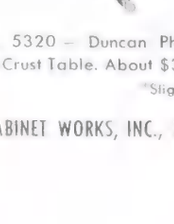




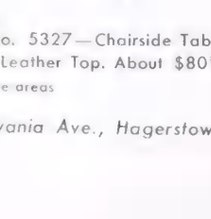
No. 3007—Sheraton Double Top Console Table. About $45*



No. 5310—Hepplewhite Shelf End Table. About $50*



No. 5320—Duncan Phyfe Pie Crust Table. About $35*



No. 5327—Chairside Table. Leather Top. About $80*

*Slightly higher in some areas

THE BRANDT CABINET WORKS, INC., *739 Pennsylvania Ave., Hagerstown, Maryland*

WHAT IT MEANS TO BE A MODERN EPICU

CONTINUED FROM PAGE 164



The lady in this kitchen has a place to relax, to read a P.T.A. report or a who-dun-it, or to listen to the news—whatever she may wish. Thus, without leaving the scene, she can benefit from intervals of waiting for the cake to bake or the laundry to be done. Laundry, like most equipment today, takes little space, allows maximum leisure.

All architectural planning and custom furniture used in this Living Kitchen by Bert England, Director, Cannell & Chaffin Design Department. Decorating was executed by Francis Moore and Boyd Callaghan.

Listed below are the furnishings, equipment and structural materials, used in making this a Living Kitchen.

Kitchen

Gas refrigerator: Servel, Inc., Evansville, Indiana.

Gas range top and oven units: Western-Holly Appliance Company, Culver City, California.

Dishwasher: "Kitchen Aid" custom finished, The Hobart Mfg. Co., Troy, Ohio.

Sink: American Radiator and Standard Sanitary Corp., Pittsburgh, Pa.

Garbage disposal unit: "Waste King Pulverator." Given Manufacturing Co., Los Angeles, California.

Ventilating fan: "Trade-Winds." Trade-Wind Motorfans, Inc., Los Angeles, California.

Mahogany cabinets and paneling: Courtesy of Mahogany Association, Inc., Chicago, Illinois.

Tile counters: Courtesy of Tile Council of America, New York.

Flooring: White Vinyl-Cork Flooring, Dodge Cork Company, Lancaster, Pennsylvania.

Brass ceiling fixture: Courtes Finland House, New York.

Furniture: Rollabout dining t and bar stools, custom-designe Cannell & Chaffin, Los Angeles,

Handwoven curtains: Maria K Los Angeles, California.

Table mats: Imperial Linen C pany, New York, N. Y.

Kitchen table setting: "Pl stainless steel flatware impo from Denmark, The Vaco Comp New York. Enamel on co plates and bowls, all from Ma Studios, San Francisco. C "Thousand Eye" glasses desig by Sid Faux. Black stoneware pote bowl, Bruce Anderson, S Cruz, Calif. Butter plates mother-of-pearl shells.

Accessories: Black and brass I Susan and brass coffee pot signed by Tommi Parzinger, Do Silversmiths Inc., New York. ered condiment dishes of w Franciscan China on counter. G ding, McBean & Co., Los Ang Rose enamel vacuum ice bu and pink and gold enamel s bowl on bar, Jade Snow Wong, Francisco. Japanese black lac antique tea pot imported by nell & Chaffin, Los Angeles. B and crystal highball set, Nati Silver Deposit Ware Co., New Y

(Please turn to page 200)



Here's a brand-new solution to where to put the dining table when you haven't a dining room. For if the living room wing of the kitchen is to be truly living-room-ish, a dining table may spoil the effect and use up floor space. In this demonstration living-kitchen, a rollabout, drop-leaf table stores under a work counter.

THREE PHOTOGRAPHS BY MAYNARD PARKER

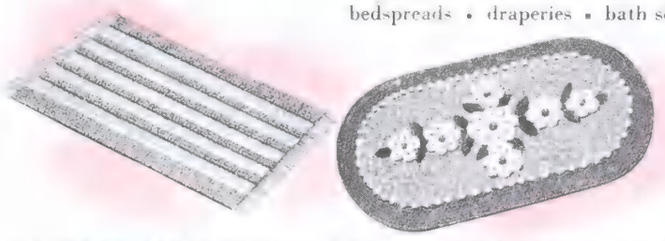


At top of page you see the dining table nested under the counter with one leaf up for a snack. In picture immediately above, the table is entirely put away, and looks like a part of the cabinet work in the rest of the kitchen. At meal time, table rolls out to be set in kitchen, then can be rolled into living room or wherever it is needed.



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New bathroom! Needletuft bath rugs in 18 luscious colors give you 18 color schemes decorator-coordinated with other bathroom accessories. Luxuriously deep-pile Needletufts come in a galaxy of gay florals and textures as well as solid colors. And . . . they're washing machine washable! At fine stores everywhere. "Morocco" bath rugs illustrated. $6.95. Others from about $3.95. Matching seat covers.

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For those who like the clean lines of modern "without going all the way," this home, in suburban contemporary design embodies today's new home features, but retains familiar roof lines. A true reflection of typically American architecture.

The **ROOM**—*American Contemporary*

In keeping with the exterior lines of the Suburban Contemporary home, the furniture lines are simple, as seen in the splayed, tapered legs. The tweed fabric with its interwoven metallic thread was chosen by Decorator Whitfield to keynote this room.

The **FLOOR**—*Modern OAK*

Those who choose today's contemporary furnishings practically always insist on Oak Flooring. Ask any housewife why, and she will tell you that only an Oak floor gives her the three things she seeks most in flooring: ease of maintenance, durability and beauty.

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Adele Whitfield, *famous decorator*, says,

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Here is a guide to furnishing your home with these popular styles—French Provincial, Colonial, Modern, Tradition and Contemporary. It's in full color with a host of decorators' suggestions for accessories.

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National Oak Flooring Manufacturers' Assn.
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WHAT IT MEANS TO BE A MODERN EPICURE

CONTINUED FROM PAGE 198

Serving spoon and cake server. Dirylite Company of America, Inc., Kokomo, Indiana.

Laundry Area

Washer and dryer: Bendix Home Appliances, Division Avco Manufacturing Company, South Bend, Indiana.

Ironer: Ironrite, Inc., Mt. Clemens, Michigan.

Living Room

Furniture: All custom-designed by Cannell & Chaffin, Los Angeles.

Fabrics: Upholstery on sofa, Scalamandre Silks, Inc., New York. Upholstery on lounge chair, Robert Crowder Handweaves, Los Angeles, California.

Wallpaper: Scenic paper, Robert Crowder Handweaves, Los Angeles.

Curtains: Hand-woven casement curtains, Maria Kipp, Los Angeles.

Custom made rug: Joseph Blumfield of California, Los Angeles.

Screen: Room divider screen of Crystallite (between grill of cut-out plywood). Great Lakes Paper Co., Chicago, Illinois.

Patio

Furniture: Iron table and chair custom-designed by Cannell & Chaffin, Los Angeles, California.

Fabric: Hand-woven upholstery o chairs and bar stools, Robert Crowder Handweaves, Los Angeles, California.

Grillework: Designed and hand made of asbestos tile by Bert England, Cannell & Chaffin, Los Angeles.

Patio Table Setting

China: Pink dinner plate and seven-inch plate, custom-made coin gold, "Encanto Nuevo" pattern, Gladding, McBean & Company, Los Angeles, California. Covered soup dishes are antique Japanese lacquer.

Flatware: Siamese antiques with bone handles and gold tines and bowls.

Place mats: Gold braid, Amberg Hirth, San Francisco, California. Napkins are hand-beaded and embroidered rust linen, custom-made

Glasses: Stemmed goblets imported from Denmark, The Vaco Co., New York, New York.

THE TREND TO ENRICHMENT

CONTINUED FROM PAGE 138

designers of our time continue to be functionalist, but recognize that human functions are not only physical but also emotional, esthetic, psychological—in short, legion. They realize that ever since primitive man decorated his cave, when he might have been fashioning another weapon, the human need for beauty has been vigorously expressed. And now these designers are once again responding to this need for beauty with more and more freedom from the cant and cliché of bad or sterile modern.

Beauty, once more, is its own excuse for being. But one thing seems clear: The new beauty will not be simply a revival of the old. Such is our current cycle in taste that we shall expect the accent to remain on integral ornament. And when surface ornament is applied, it will be judged in terms of whether it is fitting or merely fussy, effective or simply ridiculous. Already one can see the return of marquetry or inlay, brocade, and metallic cloth. But in truly good new designs such ornamental features are still subordinate to the over-all form and structural pattern. For this reason, the new enrichment is a distinct 20th century development rather than a return to the 1890's and its lavish ornateness, which obscured basic design forms and interfered with functional performance.

TODAY'S insistence on beauty is still coupled with a demand for practicality. This alone will help insure against a return to Victorian fussiness and knickknacks. We are entering a new, expanding age of enrichment; we are *not* retreating to a former age of over-compensated inhibitions and elaborate restraints. We are, if you will, insatiable: We want nothing less than the pleasure-of-beauty-and-the-comfort-of-performance—all in one. And we are now getting it.

WHAT IT MEANS TO BE A MODERN EPICURE

CONTINUED FROM PAGE 167

hushpuppies from a mix. We will show you how to do angel cakes, blueberry sizzlers, old-fashioned fish chowder, crêpes suzettes, and sauce supreme from tins and packages. Really good ones too!

This is a revolution, no less—that anyone should dare to mention the can opener in conjunction with gourmet cooking. Those two, we had been taught to believe, were incompatible!

We believe that fine cooking requires fine ingredients. But when you investigate, you discover that our best industrial food products are made from materials as high as, or higher in quality than, the "fresh." And incidentally these are often our most popular and moderately priced brand names. It is necessary, of course, to browse among the brands, to pick and choose, taste, and remember what you have tasted. Then once you have found the brand you like, you never give it up unless, of course, you come upon one even better.

However, and this is the essence of the new approach to modern epicureanism, you should not look upon the can, the quick-frozen specialty, the mix, or the bakeshop product, as a finished food. It may or may not be. No matter what it says on the package about "heat and serve," from the gourmet's point of view, it may not be ready to serve. So taste, ponder, and perhaps then add the *little* connoisseur touches that make the *big* difference. You must consider the industrialized foods more or less as "raw materials," to be used by you in the creation of dishes of which the original manufacturer probably never dreamed, or does not talk about.

MORE and more alert manufacturers of the better foods are printing several suggestions for embellishing the contents of the can or package right on the container. Study these little hints with care, for you often find little gems of proposals this way. At the least, they may point the general direction you should go in your own seasoning.

According to this new philosophy, you are cast in the role of a master chef, the saucier, the artist-

(*Please turn the page*)

for those who love luxury

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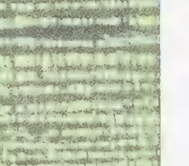
You who buy your clothes in the better shops, send your children to the best schools, and furnish your homes with impeccable taste will choose handmade Japanese grasscloth as a background of beauty. Now in 64 lovely hand-stained colors and natural.

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WHAT IT MEANS TO BE A MODERN EPICURE

CONTINUED FROM PRECEDING PAGE

cook. Since you have myriads of unknown and unseen servants in many parts of the world who have done the marketing, the washing of vegetables, potato-peeling, stock-simmering, meat-cutting, the pitting of fruit, flour-sifting and measuring, de-veining of shrimp, you are free to be the master mind, the artist. The canner, the freezing plant, and the maker of mixes have done all the dull, long, boring, time-consuming chores which, in the past, stood between you and the art of the epicure.

This new epicureanism has an Alice-in-Wonderland aspect. Even though you may have avoided any connection with matters culinary in your life, now *you can start at the top.* You don't have to do simple dishes first. When you put your dependence upon a chocolate pudding mix, for instance, a *soufflé au rhum* is a good deal easier than a regular pie. A miraculously dark, glossy, beer-rich, beef *flambé* leaps in less than fifteen minutes from a tin of beef stew and a can of onion soup. Those most elegant French sauces—Velouté, Supreme, Allemande, Mousseline—are whisked together from cans of soup. A jar of mayonnaise makes Sauce Andalouse or Remoulade. A prepared Hollandaise takes on a dash of tarragon and becomes Bearnaise.

We are talking about a new philosophy, about a new approach as well as about new products and techniques. Our modern epicure may have cooked a little or scarcely at all, or may be someone who loves to cook, knows the fine classic methods, but finds there is no time.

The trick is to know what ready foods, or more likely, what combinations of them will approximate the result you want. What steps can be simplified? Which can be eliminated? A good many things which we once thought necessary, such as the scalding of milk for custards, are no longer considered necessary or even desirable. These are the things "The Modern Epicure" department of HOUSE BEAUTIFUL will be telling you.

We'll translate into modern language (and modern methods and equipment) the old gourmet recipes that once terrified you or took forever to make. When, for instance, you are told in a classic recipe "put through a fine sieve or "a tammy," or "use a wet napkin stretched between the legs of a kitchen stool," you will reach for your electric blender and do in 3 seconds what might have taken 3 minutes or longer—"Squeeze an orange," take up a spoonful of quick-frozen orange concentrate. "Make a simple syrup, add the juice of a lemon"—you'll use a spoonful of lemonade mix.

The Glossary on page 205 is only a beginning, a brief sample of the translations we'll be making of the great recipes of the past into the modern present. We promise you it will be a satisfying new development for your life. It will let you get in on that new thing in our times: the new twentieth-century American gastronomy.

Five recipes for great dishes are given in this issue, starting on page 167. We hope you'll read them now. Then please try them later to see how, with a modern point of view and modern food products *you can eat gourmet food without doing much work.*

Following is a list of material and equipment used in the kitchen setting on page 166:

Kitchen equipment: Range, Thermador Electrical Mfg. Co., Los Angeles, Calif. Cast-iron Dutch oven, Griswold Mfg. Co., Erie, Pa., courtesy of Bazar Français, New York, N. Y.

Marble counter-top and window trim: Courtesy of Marble Institute of America, Inc., Mt. Vernon, N. Y.

Floor covering: Sloane Korosea Tile Supreme, Sloane-Blabon Corp., New York, N. Y.

Wall: Kapa shell mounted on plywood. Bruce Falcomata, N. Y. C.

Door: Courtesy of French & Co., Inc., New York, N. Y.

Draperies: "Rustic" pattern. Everfast Fabrics, Inc., New York, N. Y.

Accessories: Salad servers, courtesy of The Mayhew Shop, New York. Wire baskets and garlic press, courtesy, Bloomingdale Bros., N. Y.





first door to your right for...

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e works sometimes at a desk, metimes on a sofa, sometimes acing up and down in the room. ccasionally, he goes into the gar-n, but only to let the sun fall on m for a moment, to take a breath fresh air, and then return to ork. The garden is for *pause* but ot for *distraction*. It is the *other* alf of the workroom.

HORTLY before lunch, our play-wright stops work and changes to outdoor clothes. The loose gar-ents in which he *has* worked were osen because they do not con-rict, annoy, tire. In contrast, the othes into which he *now* changes e close-fitting and provide a easant sensation of support. He alks across the garden and rough a gate in the outside wall. n the other side of the wall is a ggia. On the right it runs toward e main block of the house; on e left it runs through a garden uch larger than the one opening f the workroom, and filled with ees, flowers, grass, and water. The aturalism of this garden is in con-ast to the formalism of the other. losing the gate behind him, he llows the walk to the left.

So far, his thoughts have been nning back over the morning's ork. But now with each step that he takes, he leaves the morning's work further behind him. His consciousness is filled with the smell of plants, the sound of water, the movement of the air, the pattern of sunlight on the ground, and the sensation of muscular action.

The soft and yielding carpet on which he earlier walked, when he walked at all, is replaced by stone-paving that resists his weight, and the shoes he now wears brace his feet and add spring to his step. The sights, sounds, odors of the garden, and the sensation of his own regular movements form patterns in his consciousness. He finds his thoughts following the patterns as they form, dissolve, and re-form. It is like a melody releasing his mind and energies, a path he travels with ease and pleasure.

Work is momentarily forgotten, muscles are stretched, and appetite for lunch grows. If he has quit work at a moment filled with a sense of pleasurable accomplishment, the walk calms him down; if at a moment of bafflement and discouragement, it pulls him together by providing new worlds in which everything is in harmony.

The walk takes him to a small pavilion at the far end of the garden. The view from the pavilion is

(*Please turn to page* 230)

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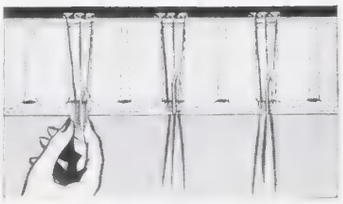
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HOW ENRICHMENT IS COMING INTO MODERN ARCHITECTURE

CONTINUED FROM PAGE 147

her new house to be of sound contemporary design. In other words, she did not want the architects to design "period" backgrounds for antiques, but a house which, with or without her collection of art and furniture, would be equally satisfactory. She especially wanted nothing which could be called "Chinese Moderne."

This is, of course, an almost classic statement of the problem and the architects have met it with distinction. If you study the way they have used decorative screens, for instance, you will see that they are used as integral parts of the design, yet they never in any sense compromise the structural clarity of the rooms. They undoubtedly enrich the areas around them and they will be missed if they are ever removed. But the point is that they could be replaced with other objects of equally good design—and no harm done. The same thing is true of the furniture. It is a genuine blending of old Chinese pieces and straightforward comfortable modern pieces. They may not "match" in actuality, but they do in spirit.

Obviously, the moral of this is that (1) modern houses need the enrichment of art as much as houses always have, perhaps even more. And (2) that good modern houses are hospitable to good art, old or new, Oriental or Occidental.

The Underwood house uses the following materials and equipment:

Roofing: "Pioneer" built-up roof, The Flintkote Co., New York.

Interior walls: Plaster board, "Sheetrock," U.S. Gypsum C pany, Chicago, Illinois.

Glass: Plate glass, Libbey-Ow Ford Glass Co., Toledo, Ohio.

Hardware: Door hardware, Schl Lock Co., San Francisco, Ca Oil rubbed bronze window lev Peabody Co. Inc., Los Ange Oil-rubbed bronze "Soss" cabi hinges, Soss Mfg. Co., Detr

Paint: Wallpaper lacquer on terior redwood and paint on inter walls, W. P. Fuller & Co., S Francisco, California.

Finish flooring: Cork floors in ing and dining rooms, study, en hall, Armstrong Cork Co., Lanc ter, Pa. Linoleum, "Califor Originals" in kitchen, Pabco Pr ucts, Inc., San Francisco.

Plumbing fixtures: Crane Co pany, Chicago, Illinois.

Lighting: Flush lights, "Pres lites," Presteel Co., Berkeley, Cal Special exterior fixtures, Bo Lighting Co., San Francisco.

Kitchen equipment: Dishwash "Kitchen Aid," Kitchen Aid Di sion, The Hobart Mfg. Co. Tr Ohio. Electric range and ove Thermador Electrical Mfg. Co., L Angeles, Calif. Refrigerator, "Fri idaire," Frigidaire Division, Ge eral Motors Corp., Dayton, Ohi

Laundry equipment: "Bendi washer, Bendix Home Appliance Div. Avco Manufacturing Co pany, South Bend, Indiana.



From the downhill side you can see how the main floor of the Underwood house is on stilts to take full advantage of the view. Notice also how fixed glass of the windows carried out across the deck at right forms a screen against cold winds off the ocean.

HOW ENRICHMENT IS COMING INTO MODERN ARCHITECTURE



Pass-through and double swinging door connect dining room to kitchen. Shown open here, pass-through door is built of redwood planks and concealed piano hinges. Closed, it is all but invisible.



When open, pass-through not only aids serving meals in dining room but as you see here, it also affords a fine view of ocean to breakfast table placed beneath it. Free-standing counter with open shelves above is designed to serve terrace as well as dining room.



U-shaped kitchen is compact and handsome, with oven and cooking top built into cabinets. It is so planned that access from dining room, terrace, and master bedroom beyond is equally direct and easy. Finishes, colors, and textures are the same all over house.

(*Please turn the page*)

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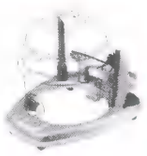
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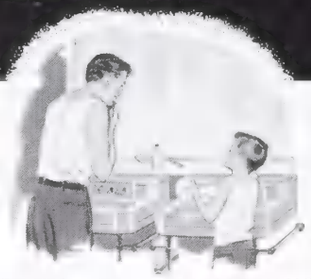
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HOW ENRICHMENT IS COMING INTO MODERN ARCHITECTURE

CONTINUED FROM PRECEDING PAGE



Wooden deck, much used for outdoor dining in good weather, is equally accessible from kitchen and from dining room at right. Slotted redwood floor dries quickly after rain, is termite-resistant.



The study, pictured above and below, was planned to double as a guestroom when required. Hence all the furniture, like the desk above, is designed for minimum clutter and easy convertibility. See what a pleasant background this little room makes for works of art.



When used for overnight guests, the study provides a full-size comfortable bed which folds down out of closet at left. A series of sliding doors between it and entrance hall are normally open. But for guests, these are closed to form a complete and private room.

morning backache



ache

ache

ache?

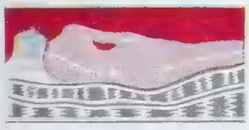
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What makes a garden
rich and luxurious? CONTINUED FROM PAGE 171

The garden should look loved

PHOTOGRAPH BY MAYNARD PARKER



Full, abundant planting

Gardens need to look full, as though every foot of space is valued. Plants must be sizable. Better to buy a few fine big plants than to struggle along with the skimpy look of lonesome baby plants standing too far apart. Permanent vines often start slowly. Rely on annual vines for lush cover while the others start. Garden by John Yeon.

PHOTOGRAPH BY GOTTSCHO-SCHLEISNER



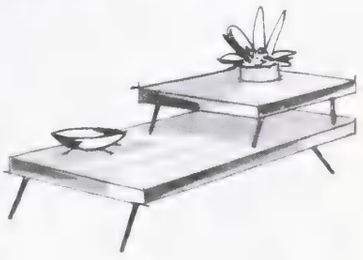
Lush growth and the smell of a garden

This is not a matter of age. This garden is only 8 months old. The plants and bulbs were strong when bought, have been pampered since. The fence sets them off, also cuts down the wind that would sweep away the richness of accumulated flower perfumes and the pleasant aroma of fresh soil in a happy garden. Garden by Powers Taylor.

(More photographs on the next page)



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What makes a garden rich and luxurious?

CONTINUED FROM PRECEDING P



Adequate shade and shelter
Beauty in design line and richness in plant material don't count for much if there is no easy way to get in out of the hot sun or a sudden summer rain. Designed by Thomas Church.

Garden should pamper people



Comfortable, invites sitting
Gardens are for sitting, relaxing. The value is lost if people must go find a chair, lug it outdoors. Roof overhang helps keep seats clean, dry. Designed by Edward Huntsman-Trout.



PHOTOGRAPHS BY MAYNARD PARKER

courage them to relax



Complete privacy

Outdoor living isn't worth much unless it affords complete privacy. This doesn't mean garden must be a dark, gloomy place, cut off by high fences. Light can be borrowed via translucent screens. Kathryn I. Stedman, landscape architect.

(More photographs on the next page)



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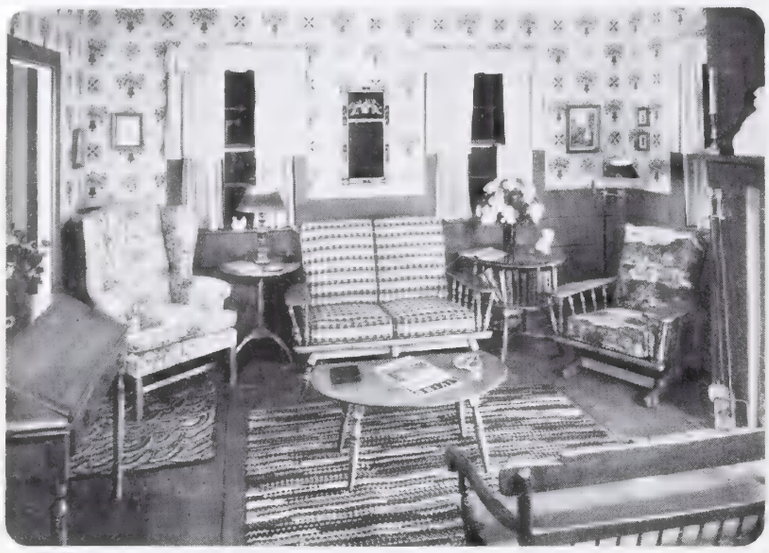
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The **DEERFIELD DINING ROOM** features the beautiful new Duck Foot Oval Extension Table, with which the Fiddle Back Side and Arm Chairs harmonize pleasantly. Note also the Welsh Cupboard and the popular Drop Leaf Server.



The **DEERFIELD BEDROOM**, showing the Low Four Post Bed—one of three to choose from. Note the roomy Double Dresser with large square mirror, designed for two—and the delicate drop leaf Two Drawer Night Stand, like great-grandmother's! Shown also are the Fitzwilliam Barrel Chair and, in foreground, the Hearthstone Arm Chair with Footstool.

Styled and Built in Solid Rock Maple by

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KEENE, NEW HAMPSHIRE

What makes a garden rich and luxurious?

CONTINUED FROM PRECEDING PAGE

Paving should be as styli



Firm, easy footing to walk on

The outdoor room misses its possibilities if people feel less safe than when walking around indoors. Good design (note inserted thin-line mosaic) *is* compatible with comfort. Designed by Douglas Baylis.



Bold pattern, contrasting textures

The outdoor room is a big place, often bigger than any room indoors. Allow for this increase in scale. Use big patterns and make texture contrasts really decisive. Osmundson & Staley, landscape architects.

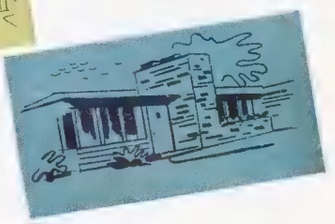
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Ficks Reed Co.

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HOW A HOUSE CAN INVITE THE WIND

CONTINUED FROM PAGE 185



The Sutters' bedroom, backed up to the carport did not have ideal cross-ventilation. But Architect Snyder invented an ingenious device to speed up the air. He put glass jalousies in the bedroom-carport wall. Then in the carport roof he made an opening—a vent—which acts like a flue or a chimney-for-air. This vertical flue sucks air upward, and as a result pulls air out of bedroom window, speeding up wind everywhere.



designing the home of Mr. & Gren Sutter, architect Wahl er specified the construction rials listed below and Mrs. e Sutter chose the furnishings.

Construction Materials

s: On exterior redwood siding, uel Cabot, Inc., Boston, Mass.

ior paints: Pratt & Lambert, Buffalo, N. Y.

s jalousies: A.B.C. Construc- Products Co., Miami, Florida.

ring: "Stonex" in dining room living room. Marble Tile Co., l Gables, Fla. Georgia brick ing in entranceway and patio.

rt screening: Aluminum.

ng doors: Reed Frame Com- , Miami, Florida.

Chimney stone: Tennessee Crab Orchard Stone.

Furnishings

Furniture: All patio furniture designed by Tommi Parzinger. Willow & Reed Art Work Mfg. Co., New York, N. Y.

Floor covering: Jacquard Wilton cotton carpet in bedroom. Artloom Carpet Company, Philadelphia, Pennsylvania.

Accessories: Teapot, sugar bowl, and creamer shown on counter, Bruce Anderson, Santa Cruz, Calif. Arzberg porcelain cups and saucers imported by H. E. Lauffer Co., Inc., New York, N. Y. In bedroom, mesh flower pot on chest, Showroom, Inc., Miami, Florida; alabaster ash trays and box, crystal bottle and painting on wall, courtesy of Richard Plumer—Miami.

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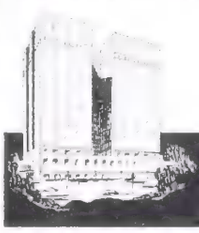
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1 ***Design matches (never mars) the beauty of your home!***

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You can paint it to match the walls . . . hang draperies and curtains freely . . . put furniture *anywhere!*

2 ***Even, all-over heat stops wall and window drafts!***
It "surrounds" you with warm air. Blocks cold down-drafts.

3 ***Complete freedom for furniture arrangement!***
No hot blasts or scorching-hot surfaces to force you or your furniture out of place.

4 ***Helps your home stay clean longer!***
Heat is directed out and away from wall through uninterrupted front opening. No grill.

5 ***Eliminates dirt traps and dusty grills!***
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6 ***Hidden heat never burns nor blows hot blasts!***
You can touch it anytime. Heat rises out gently, evenly.

7 ***Fast response keeps heat uniform and costs low!***
You don't waste fuel on long warm-up, or suffer the too-hot, too-cool cycle. It's easier to control. Economical.

8 ***Simple snap-on installation saves labor, money!***
In remodeled homes, or new, the TRANE Baseboard Convector can be installed so easily the initial cost is low. Ask your contractor.

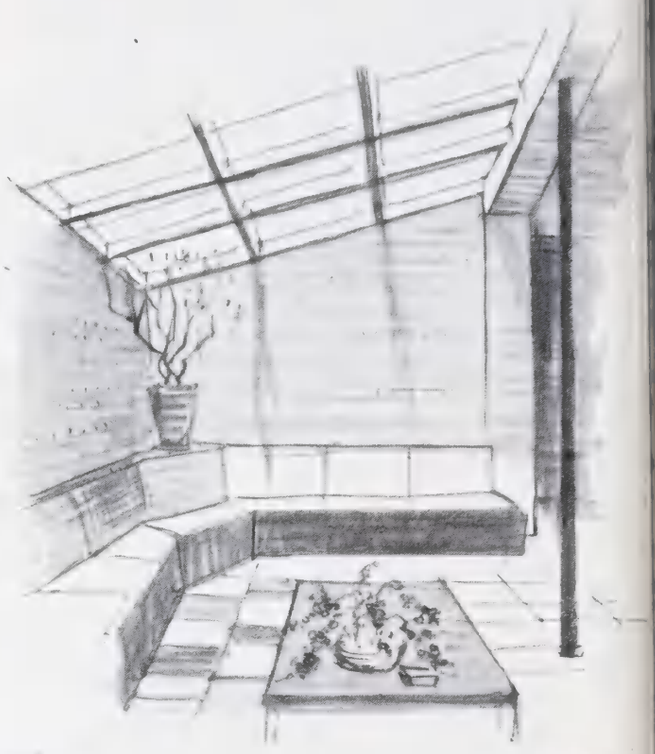
FREE BOOKLET! Colorful new book of TRANE Baseboard Convector interiors. Send for it.

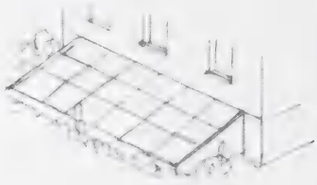
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FIVE WAYS TO ADD A NEW ROOM TO YOUR OLD HOUSE

CONTINUED FROM PAGE 177





You get a spacious, airy effect through light alone by moving basement out under sky. Excavate area to extend basement perimeter of house. Then remove old wall and build new one. Roof with glass. Garden level needn't change. Be sure skylight, walls are waterproof.

DRAWINGS BY GERALD GEERLINGS





When you reveal a basement wall by grading earth away from it, you must blend that wall architecturally with rest of house. Here you'd use conventional double-hung windows in keeping with traditional style of house. Wall isn't moved here but its openings are enlarged.

(More ideas on pages 228-9)

ADD A NEW ROOM TO YOUR OLD HOUSE

CONTINUED FROM PAGE 177

ese materials were chosen by itects Bernoudy and Mutrux in sforming a gloomy basement an open, sunny studio-office:

Construction Materials

ace floor and walls: Hard made second-hand brick.

ior wall surfaces: Clear yel- pine finished with gray under- paint brushed on and wiped vith cloth.

s: Pittsburgh Plate Glass Co., burgh, Pa.

r hardware: Schlage Lock Co., Francisco, Calif.

sh flooring: In new entry, ry tile. Hanley Co., Bradford. In studio-office, asphalt tile. strong Cork Co., Lancaster, Pa.

stical ceiling: Celotex Corp., ago, Illinois.

Terrace

niture: Glass-topped table and e corded chair. Van Keppel-Green, Beverly Hills, Calif. Three-legged stool. Kneedler-Fauchere, San Francisco, Calif.

Stone carving: One of "Garden of Eden" series by Ann Scott.

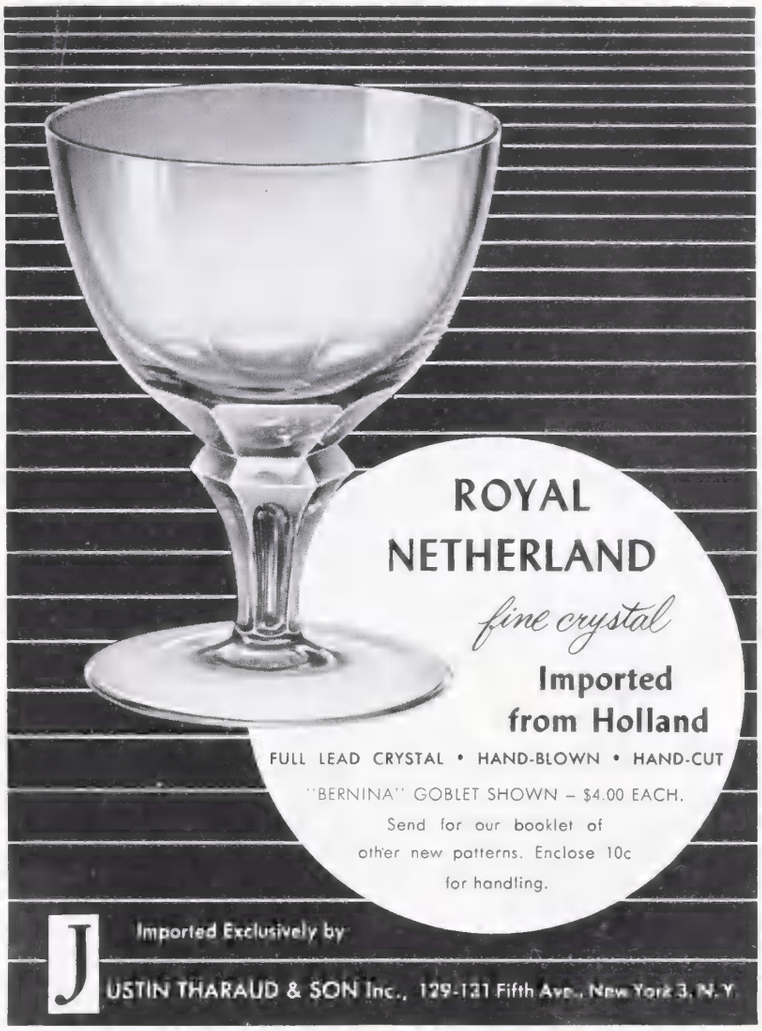
Studio-Office

Furniture: Upholstered sofa, Knoll Associates, Inc., New York, N. Y. Bench and cabinet, Herman Miller Furniture Co., Zeeland, Mich. Chair with reed seat, imported by House of Italian Handicrafts, New York.

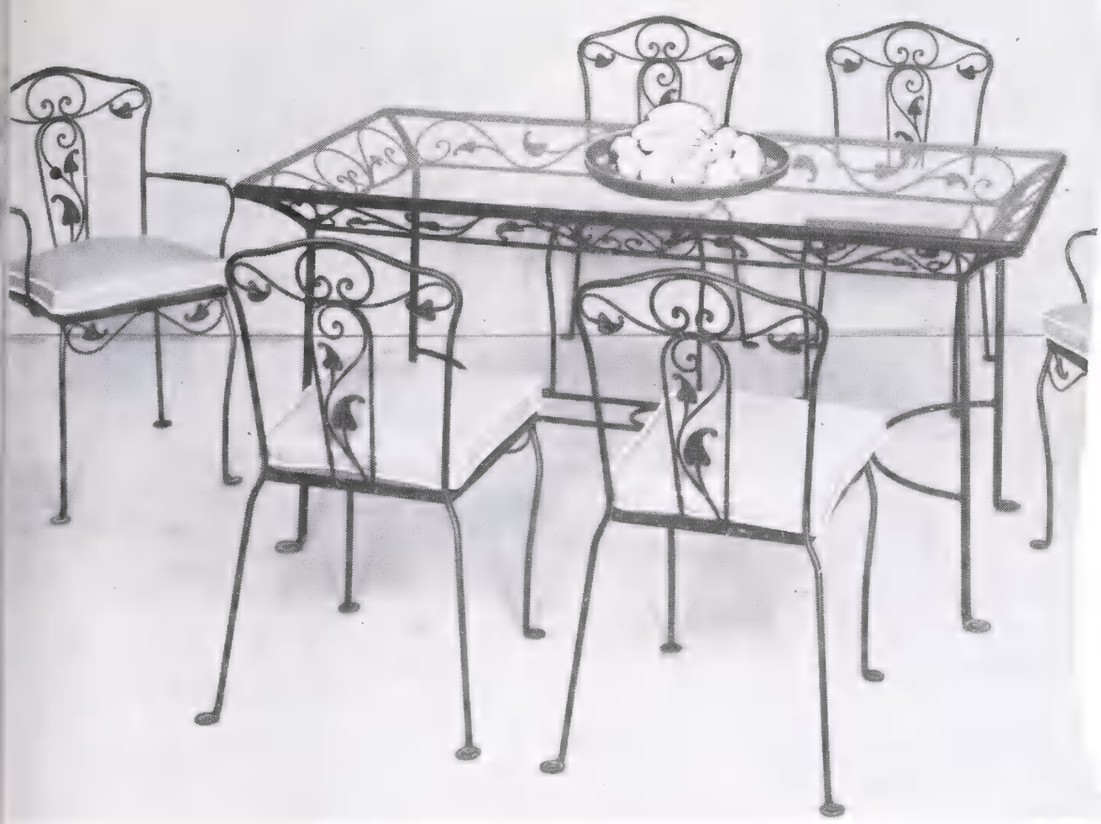
Lamps: Adjustable hanging lamp designed by Paavo Tynell, Finland House, New York, N. Y. Floor and table lamps, Nessen Studios, Inc., New York, N. Y.

Fabric: Fabric on coffee table, Morton Sundour Co., Inc., New York, N. Y.

Accessories: Arzberg porcelain pitcher and plate on bench, imported by H. E. Lauffer Co., Inc., New York. Ceramic bowl on coffee table by Gertrud and Otto Natzler. Painting over sofa by Miriam McKinnie.



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CORONATION *dresser*

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PROVENCE

Double Dresser

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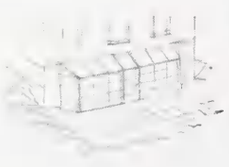


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FIVE WAYS TO ADD A NEW ROOM TO YOUR OLD HOUSE

CONTINUED FROM PAGE 226



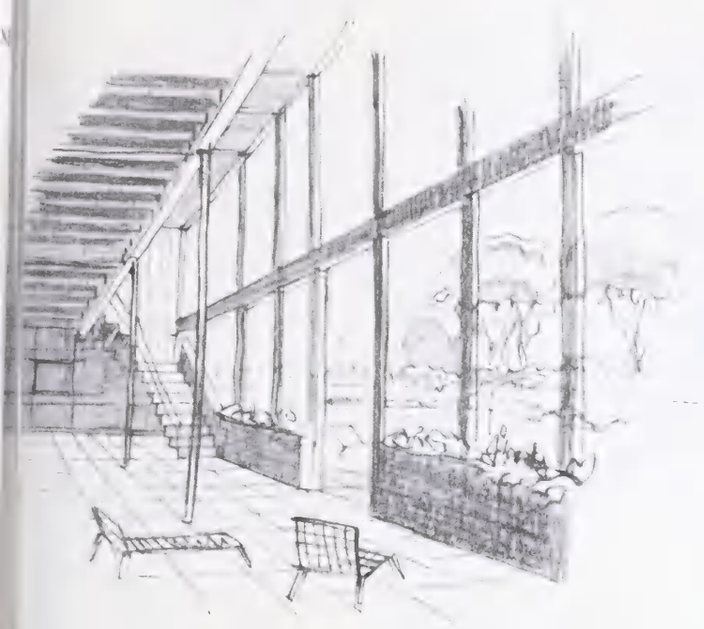


You can "lift" a gloomy basement up to become a sunny, open room in three steps: To get sun, grade down garden 30" to a point 3 ft. from basement wall. Then open up wall. Now move out basement and enclose with stock window and door units and sloping glass roof. This gives light from both top and sides.

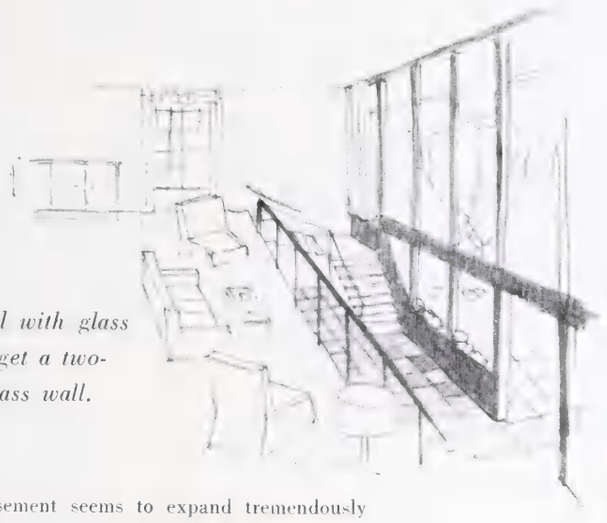




You can also use inexpensive greenhouse glass units to enclose extension of basement out into sunlight. As in drawing at top of page, grade garden down 30 in. and 3 ft. out from wall to be opened. Use indoor plantings to mask boundary between inside and out and add to illusion of space. Avoid west exposure.



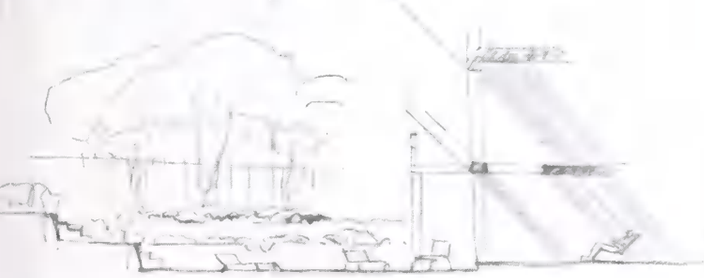
How to get a lavish effect: Cut back floor of living room to make a balcony.



Fill wall with glass so you get a two-story glass wall.

Your basement seems to expand tremendously when you open it upward inside the house. Grade garden down to basement level, cut ceiling of basement back 8 ft. from outside wall. Then fill entire wall with glass so light can flood in from above as well as from side. You double basement's size with sunken terrace and also create there a pool of down-flowing cool air on hot summer nights. But watch those windows! Use double-glazing to keep cold out in winter, heat out in summer. Put up draperies to soften annoying sky glare and aid in insulating. Plan roof overhang to shade glass in summer, but let winter sun reach far inside adding warmth.

Build sunken terrace so basement area will be above ground.



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HOW A HOUSE CAN ENRICH THE LIFE WITHIN

CONTINUED FROM PAGE 209

a distant one: it completes the transition, and our playwright turns back toward the house and the dining room where he will have lunch. The garden with its walk and pavilion is, in effect, the other half of his workroom in that it clears his mind, exercises his body and so provides the relief necessary for him to work effectively that afternoon or tomorrow.

The dining room is a part of that other half of the house which we earlier referred to as the social half. If there are guests at the time, our playwright lunches with them. The afternoon may be spent with guests, it may be spent in reading, it may be spent in work on the garden, or in further writing.

However, it is unnecessary for our present purpose to follow our playwright through the entire day or the entire house. The other half of the house is designed with as much attention to its social uses as the solitary half was for its work uses. The rooms differ in character as they differ in size, shape, openness, outlook and the mood necessary to their particular use. Transition from one to another is achieved through the use of vestibules, passages, or sections of garden, by changes in ceiling height, flooring materials, lighting, and outlook to emphasize the change.

IN trying to make this owner real to you we have carried him in our imagination through a succession of changing interests and actions.

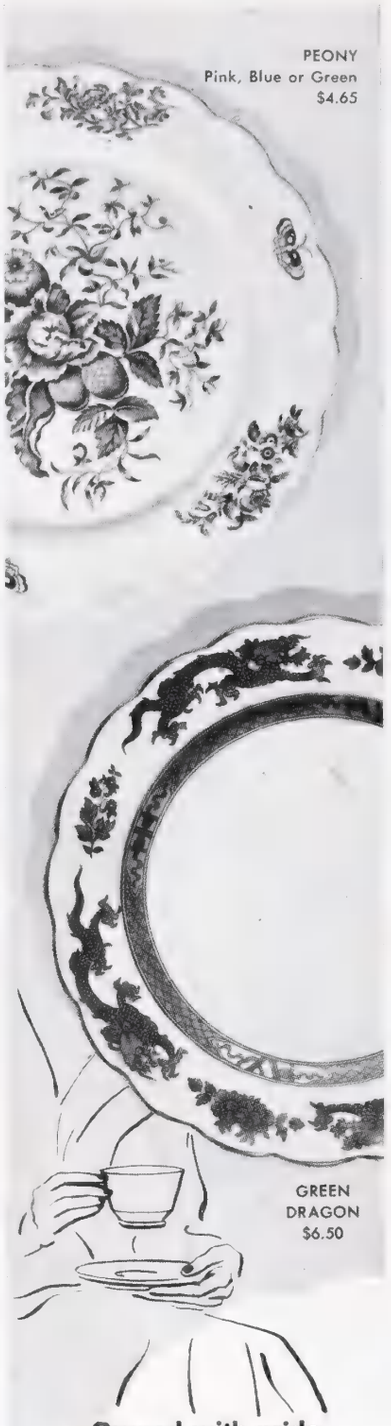
We have watched him as the pattern of his house has directed and sustained his attention, conserved his energy; then alternated one interest with another, intensity with relaxation, with the purpose of making his expenditure of energy as productive as possible. The day's path, along which he is conducted, is a series of planned wants and succeeding satisfactions; the need of companionship after solitary work, of physical action after physical restraint, of freedom after confinement—to walk, breathe deeply, think different thoughts.

The figure that emerges is not the figure of the playwright alone; it is the figure of his house as well. The complexity and richness of the architectural figure is in direct proportion to the complexity and richness of the owner's life and his capacity to sense and respond.

I have used the design of a house for a playwright to show how house can integrate the life live within. It illustrates well the natu of the approach that I consid proper to architecture as an e pressive art. In architecture th materials for that expression a more various than in any other ar Composition in architecture us many of the same devices as pain ing and sculpture. (It may eve incorporate painting and sculp ture.) *But it is more than a visu art. It operates through all th senses. Even in its role of fine a it is a mixed art.* For this reaso the place to start is with the di covery of the nature of the pa ticular life that the building is t support and direct. What follow is the discovery and use of all th various means that may be utilize to create, sustain, and promote tha life. Actually, the approach of th architect is not so different fro the approach of our playwright. I a very real sense architecture is dramatic art.

IN THE design of a building th separation, selection, and compo sition of interest and emotions are followed by the separation, selec tion, and composition of the physi cal elements of the structure a well. At the risk of misunderstand ing, I have suggested to my stu dents that they carry the dramati approach even into the physica composition of their building b discovering the form-characters in the situation and assigning them roles in the architectural play.

Creating an individual house must be begun by assembling al the characters and known elements of the situation, then looking fo the plot. Having at length dis covered the plot, discard whatever is irrelevant to it. Make the plot of paramount importance, and find ways of involving in it every sin gle circumstance that is allowed to exist. Discard every circumstance that cannot be involved. Now, de sign the plot. Discover the natural character of the plan-shapes, struc tural-shapes and all other necessary shapes, and then look for ways to let them act naturally. In this way each character in our architectural play becomes real because he is acting according to his individual nature. Continue by making a conscious part of the design out of every element that affects the senses, movements, and emotions of the persons who are to use the building, and also of those who merely observe it. *Find pattern in everything that can be followed by eye, ear, and feet.* Make conscious use of these patterns in



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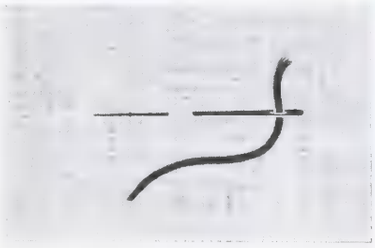
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A QUICK CREATIVE NEEDLE

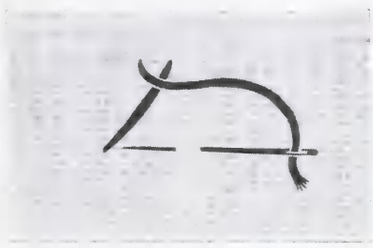
The Catch Stitch

The catch stitch, or herringbone, with its variations is used in this lesson as textural embellishment in borders and fillers. It is also a quick decorative method of catching down other stitches or appliquéing bits of fabric.

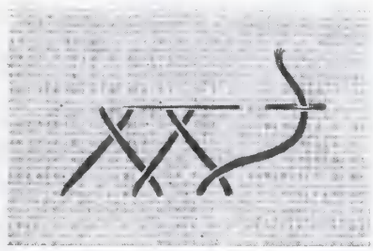
Learn stitch by working on coarse burlap. Imagine working stitch between two imaginary horizontal lines. Start on lower line, pull thread through, count over 5 spaces and up 10. Point needle to left, take horizontal stitch, catching up 2 or 3 strands of fabric.



The next step: Count over 10 spaces to right and take another horizontal stitch on lower row. Point of your needle should emerge to left directly below start of catch stitch on upper row. Pull thread through. You have now two slanting stitches which cross each other at top.



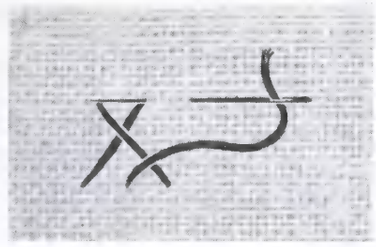
Repeat these steps, taking another catch stitch on upper row, carefully counting to keep spaces uniform between stitches. Your catch stitches are taken into material first on upper line then on lower. Resulting surface stitches slant and cross top and bottom.



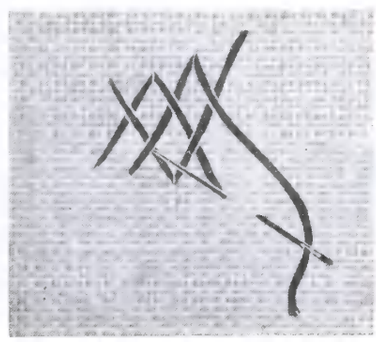
The Closed Catch Stitch

This version of catch stitch looks more intricate than the simple one above. Actually, it is the same stitch, but as the name implies, each new catch stitch meets the end of the last slanting stitch, thereby closing the space between.

Make a catch stitch on upper row, then on lower row, as in simple catch stitch. Now make a second catch stitch on upper row, so that point of needle emerges at tip of last slanting stitch. Pull thread through and continue on lower line. Notice that your overlapping is lower down now.



To give freedom to design, you can change from a border of parallel lines to any given shape. (See fish shape on page 175.) This is done by taking your catch stitch on a slant. You also can widen spaces between slanting stitches. The sooner you free yourself from any set pattern the more fun you will have.



(*Please turn to page* 236)



. . . complete the picture with Lustertone, the stainless steel sink with a sterling beauty that complements any color, softly reflects surrounding hues and never restricts future decorating ideas.

Here is breathtaking beauty that never fades—never needs replacing—never needs scouring or bleaching. Here is the sink *you must see to believe* . . . here is *Lustertone*, the only sink guaranteed to outlast your home.

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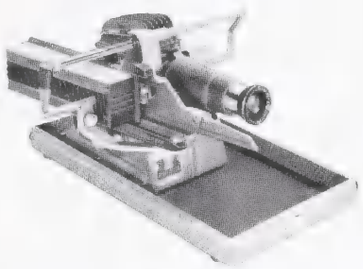


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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 189

herited such a treasury of relics and monuments. Attend, for instance, the rededication of the restored Old Stone Fort in Coschocton County, May 14. Or the reopening in June of Adena, Governor Thomas Worthington's home near Chillecothe, also restored. Or go any time and delve on your own. Any one of the 36 circle tours out of principal towns and cities mapped and detailed in the booklet, *Ohio Suggests an Auto Tour* (This booklet is free from the State Development and Publicity Commission, Columbus), will show you innumerable points of interest and much pleasant countryside. Before you leave the state, visit Ohio House, on the State Exposition Grounds at Columbus. It's a replica of the home of William Henry Harrison, first of the eight sons Ohio has sent to the White House. Inside, however, in decoration, furnishing, and equipment, it is a revealing resumé of the talents and industries of Ohio today.

Japan's centennial, commemorating the landing of Commodore Perry. The Official Centennial Week is scheduled for next October, with the principal ceremonies at Tokyo, but with special exhibits at museums and galleries elsewhere, and museum trains carrying historical progress displays everywhere. There will also be local observances at five of the port cities opened to trade under the America-Japan treaty concluded by the Commodore: Yokohama, Kobe, Hakodate, Nagasaki, and Niigata. And on July 18 and 19 a big Black Ship Festival will be held 40 miles out of Tokyo at Kurihama, in the city of Yokosuka, where the Commodore's ship of the same color first landed. For information write to the Japan Travel Information Office, 10 Rockefeller Plaza, New York 20, N. Y.

White gold

Old King Cotton will hold forth again at Memphis, Tennessee, May 12-16. By tradition he's the head man at the mardi-gras-like Cotton Festival with which Tennessee annually honors its favorite crop. He is the dominant figure, from the time his Royal Barge pulls in to the Mississippi shore, while lights blaze, bands play, and fireworks decorate the night sky, until the last float of the final Grand Parade has rolled beautifully by.



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Tour the rugged picturesque Gaspé Peninsula, the mighty St. Lawrence river, the deep swift-flowing Saguenay, the beautiful Laurentian Mountains, and the Eastern Townships, with their countless sparkling lakes and rivers. Visit the famous shrines and churches of French-Canada and enjoy old-time hospitality in comfortable modern inns and hotels.

To help plan your vacation, write for free road maps and booklets to:- Provincial Publicity Bureau, Parliament Buildings, Québec City, Canada; or 48 Rockefeller Plaza, New York 20, N.Y.

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In between are the fabulous Cotton Parade, a Children's Parade—20,000 marched last year—plantation tours and garden pilgrimages, daily concerts, street dancing every night. This year's theme: King Cotton's Story Book. New this year: the Royal Barge will remain at its dock throughout the Carnival, will be lighted at night, with free entertainment on board.

Everybody's deep sea

If you've never fished at all, or know only the fresh water variety, New York's Long Island is an easy place to get your first taste of deep-sea fishing.

You can, of course, do it the glamorous way, venturing far out on the Atlantic by private charter boat for a try at giant tuna, swordfish, or marlin. But the beginner, and those who must count the cost, can have almost as much fun right from the shore. You could do much worse than copy the youngsters you see everywhere, on bulkheads, docks, jetties, working on the snappers that haunt the shallow waters with bamboo pole. Or you can get your first experience in surf casting with no less a victim than the famous striped bass, found along the beach from Fire Island Inlet to Montauk Point, and at Shinnecock Inlet.

Also suitable and only a little more expensive are the rowboats you can rent at innumerable docks along both the North and the South shore. You can usually get bait and tackle from the operator, and if you don't care to work with an outboard motor, a tow boat is usually available to pull you out to the fishing grounds and pick you up again at sunset. Also inexpensive, and a fine way to acquire know-how is the party boat, a public fishing vessel which sails on a set schedule, your admission fee covering bait and tackle. Advantages: a congenial group, all literally in the same boat, a skipper who knows just where the fish are, and on what bait to take them, and can frequently be prevailed upon to show you how to bait your hook, if not to bait it for you—and help you pull in the big ones.

Blue grass and gardens

If you have even a few days to spare from the bright beginnings in your own garden, you'll find that Kentucky also has flowers and puts on at least two events for their better enjoyment. The first is Kentucky's annual state-wide Open House, May 14-17, during which Lexington, Frankfort, and Louisville will present, between them

me 30 open houses modern as ll as antebellum, each in its n way notable for its architec- re, its antiques, its gardens, or three. To plot an efficient itin- ary, ask Mrs. Alvin Stilz, R. R. , Lexington, to send you an en House program.

Second, and very different, is the ntucky Mountain Laurel Fes- al, May 28-30, at Pineville, a all town you might not other- se visit at all, on U. S. 25E down ward Cumberland Gap in the utheastern corner of the state. neville's Festival is doubly in- ired, having to do not only with e abundant laurel all about, but th one Dr. Thomas Walker. He mped near here during his jour- y, the first on record, from Vir- nia and over the mountains into entucky. Highlights are the Fes- al Parade in Pineville on the orning of the 18th, and, that ternoon, the Coronation of Ken- cky's prettiest coed as Festival ueen. For this you drive out to urel Cove, a natural amphithe- er said to be the nation's most autiful, in rugged Pine Moun- in State Park. And however many eens you've seen crowned be- re, you'll find this crowning, on grassy stage before a cliff sof- ned by ferns, billowing with pink urel, a very charming sight in- ed. Since accommodations are nited hereabouts, write now to e Housing Chairman, Kentucky ountain Laurel Festival, Pine- lle, Kentucky.

etting around

Use these when you make travel ans for this summer:

he Pacific Coast Highway from ogales, Arizona, via Guaymas and uadalajara to Mexico City, due r quick completion and good for new route for motorists from the est, a new circle tour for those om the East.

The British Railways low-cost Coronation Year Guest Ticket. Used like a pass, it's good for nine consecutive days of unlimited travel in Britain for only $24 third-class, $36 first-class. On sale only in this country, however. See your travel agent, or British Railway offices in New York, Chicago, Toronto, Los Angeles.

Clothes are no problem if you seek pre-trip wardrobe advice from the Advisory Service for women air travelers recently set up by the British Overseas Airways. Need to know what is good for afternoon wear in Calcutta? Are shorts really out in Bermuda? Ask them.

A new pocket guide to Europe, passport size, which leaves the sightseeing advice to others, bears down on desirable data about passports, visas, customs, currency, dining and drinking, entertainment, shopping, tipping, transportation, all with a minimum language chart. The Key to Europe, Jaffe Publications, 634 N. San Vincente Street, Los Angeles, $1.25.

A week end at the Waldorf, now neatly packaged by Capital Airlines so you can enjoy New York's most famous address as follows: three days and two nights, Friday through Sunday, $35; two days one night, Friday and Saturday, or Saturday and Sunday, $25, including a dinner with cocktail, dancing and floorshow in the Empire Room, the necessary breakfasts either in your room, or in the Norse Grill.

Plan your own trip to Europe via the booklet of that name. Outlines 22 itineraries, with three all-inclusive prices for each depending on the luxury of the facilities, from which you can mix and match until you achieve your own ideal, in the time you have to spend, and at your price level. All the advan-

(*Please turn to page* 258)



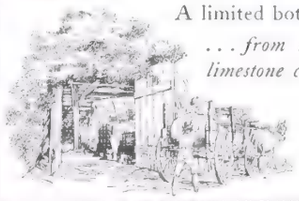
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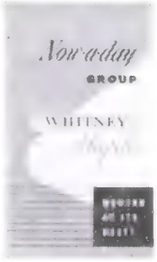


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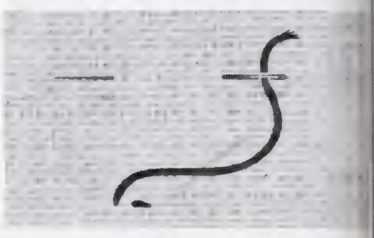
A QUICK CREATIVE NEEDLE

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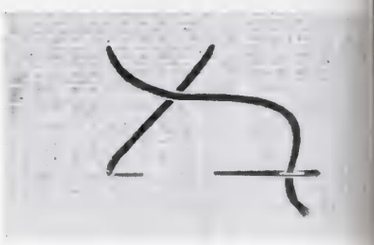
Overlapping or Divided Catch Stitch

This stitch is the simple catch stitch more widely spaced so as to achieve a richer surface. It now becomes a pattern of many overlapping threads. This is a skillful stitch for working over an open mesh as an overlay, or to give any surface contrasting textures.

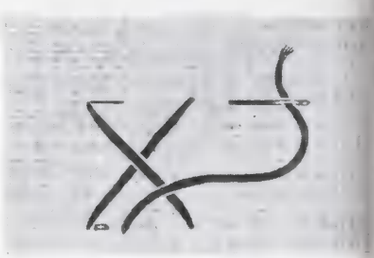
Working again as in a square, make a very broad cross stitch. If you are working on burlap, count over at least 12 threads to give breadth to your first cross stitch. Leave a long thread end when you start this stitch, so that you can later re-thread it, working it in among finished stitches.



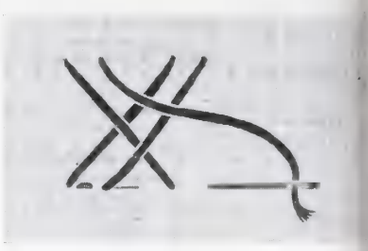
Start your second cross stitch close to first slanting stitch by taking a longer horizontal stitch on the lower line. Decide how close you wish your stitch to overlap, and keep stitches precisely spaced. Here spacing is arrived at by dividing width of original cross stitch into thirds.



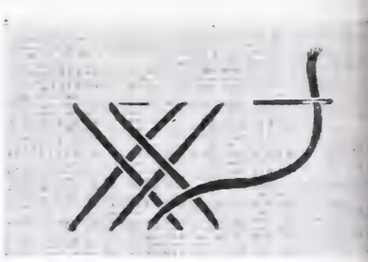
Now continue this careful spacing on the upper line. If you are going to space your large cross into thirds, insert your needle a third of the distance beyond your last slanting stitch, and take a long catch stitch to left, two-thirds of the distance between legs of slanting stitches.



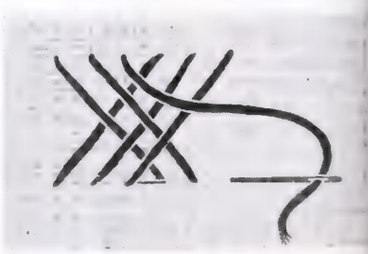
Repeat catch stitch on lower line moving to right and keeping the spacing the same as on upper line. You have now made two cross stitches which overlap. Note how stitches have already divided the lower section of the original cross stitch into thirds.



Next cross stitch starts one-third space to the left of the right leg of the original cross stitch. In top line, make a long horizontal catch stitch to left. Bring needle out one-third of distance between the two legs of the original cross stitch.



Now take a catch stitch in the lower line, bringing needle out at left to meet the lower right-hand leg of the original cross stitch. From now on you will be closing "legs" like this. As you continue making new slanting stitches, you will see at once which stitches are to be closed.



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KenRubber adds individual, custom-designed beauty to every room. The glowing luxury colors in the marbleized tiles and exclusive ThemeTile and Feature Strip are built in for life. They can't wear off because they go from top to bottom of each resilient tile. KenRubber always looks polished . . . seldom needs waxing . . . stays glistening clean with the easiest care through years of wear!

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KenRubber color shown—Blue Beige with Feature Strip and ThemeTile

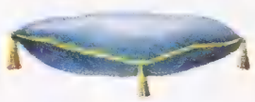
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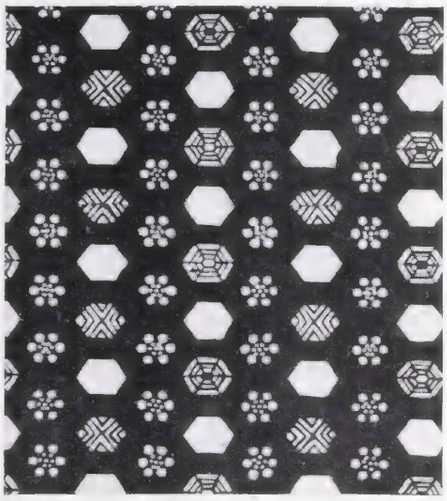
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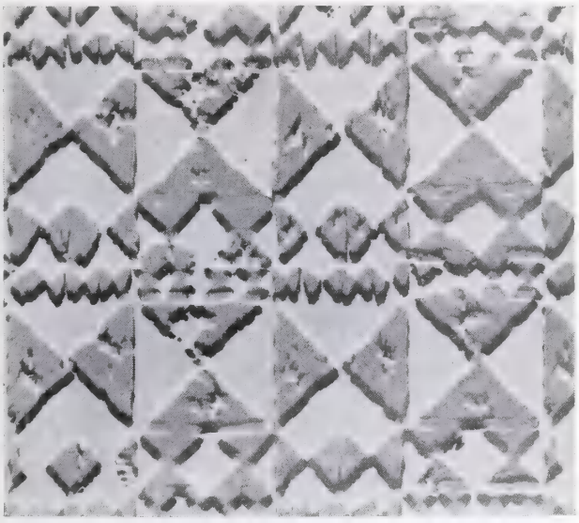
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WALLPAPER—THE SUREST WAY TO THE RICHEST EFFECT

CONTINUED FROM PAGE 240



Anything goes these days and it is particularly true of wall coverings. Here is a Japanese book paper from Stevens-Nelson that has been used with success by several decorators and indicates an increasingly free approach to home decorating.



Here is an illusion of textured dimension, gray figures on light peach background, that is almost as real as the real thing. There is a great deal of visual and, in a way, tactile interest in this wallpaper pattern called "Abstract '53" by Louis Bowen.



Another sample of Japanese book paper from Stevens-Nelson that has been going on walls lately. The bright, bold orange of the background has an equally bold and large-scaled design imposed upon its interestingly rumpled and ridged surface.

HOT ?

enjoy a *quick* change in the weather with



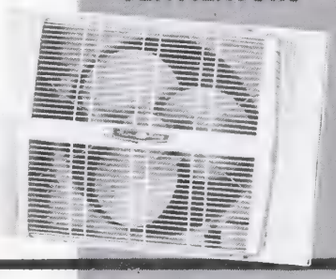
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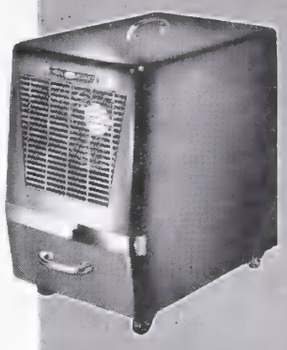
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HOW TO USE THE WIND

CONTINUED FROM PAGE 181-182

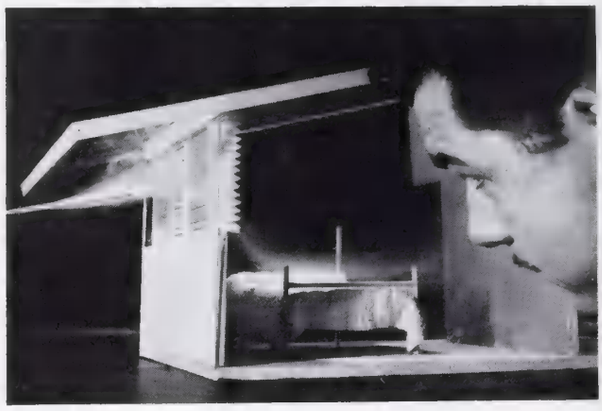
as big as "in" opening. (In fact it should be bigger.) Get this point clear: *direction* of airflow in the room depends on the inlet windows, but the *amount* of airflow depends on the size of the outlet!

Now the trouble is that the average room in the average house doesn't go clear through from front to back: the air flows into one room, then through a door into a hallway and through another door into another room, and *then* out through a window. And the doors, even if open, choke off the flow. So Caudill advocates louvered partitions between rooms. Of course all this time he's talking from a country with an extra-long and extra-hot summer and no serious winter. For many parts of the U. S. it might not be worth the loss of privacy, the possible winter drafts. But then again, you could think of louvered panels, replaceable for winter with solid . It's probably not something fo to worry about. Just be sure architect worries about it!

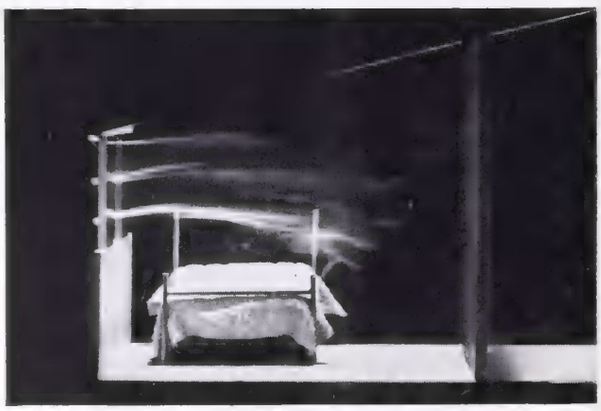
Their sixth finding: in the ning the breeze is often slack, you wish for more breeze. Y you can get more breeze! *Yo this by closing windows.* On side of the house where the flows out leave everything o But on the side where the air c in, close everything except one dow. In front of that one then put your chair, or your di table, or your bed. Now all th that flows through the house to squeeze through that one s hole. The total airflow through house is less than it would be everything open, but the through that one window is n air flows where it counts: on

This is an application of an a nautical law—"the Smaller

Height of window and its ability



Here a researcher observes action of a window on the breeze. This shows method of investigation used at the Texas Engineering Experiment Station, where they put model houses in wind tunnels. Smoke stream from outside makes airflow visible.



This cutaway of a model bedroom shows a typical fault: the window is too high and the breeze misses the bed entirely, and sleeper lies in a dead-air pocket. Deflecting vanes in window would help remedy high location, but not entirely.

e. the Faster the Flow." The y word for it is: "The Venturi ct." You could also call it "The irt Idea." Works with flowing er. too. Rivers speed up in the ows. Little boys put a finger the water tap to get a small very fast flow and make a derful far-flung mess. The noz- of a garden hose works the e way.

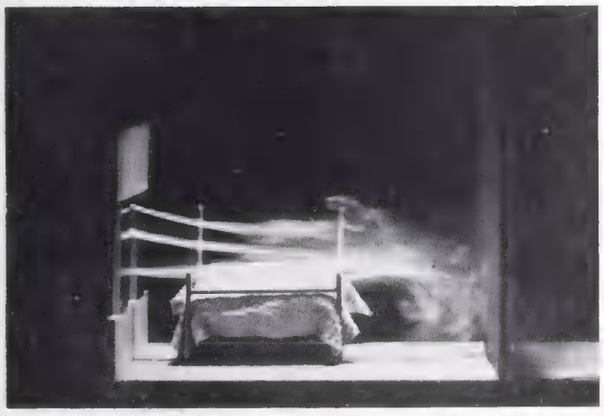
heir seventh finding: this is tically the same idea, with an fan used instead of natural eze. *To get immediate comfort n an attic fan, close all the dows in the house except one.* n put your chair, bed, table t in front of that one. Now, he attic fan throws air out of house, new air has to rush in ugh that one window, and it es in as quite a breeze. If you ned more windows, you would less breeze through each. This idea is especially important down there near the Gulf.

This is not, of course, the "official" idea of an attic fan or "exhaust fan." The official idea is to blow hot day-time air out of the top of the house so that cool night air will flow in at bottom and will gradually well up inside the house filling it with coolness. But down there near the Gulf, in summer, the night air isn't cool enough, Caudill claims, to do you any good, at least not during the early part of the night when you are trying to get to sleep. Since you can't have air *coolness*, you need air *movement*. So, it may seem wrong to close the house up on a hot evening—but try it. It works.

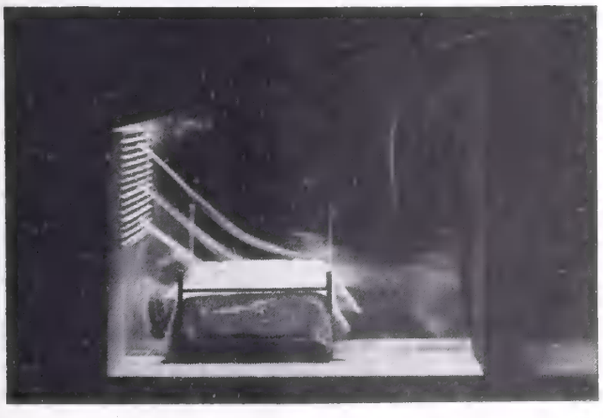
Their eighth finding: You can get more breeze through a house by careful planning. Put the outlet

(*Please turn the page*)

to shoot breeze on bed is crucial



A better position of the window is only slightly above the level of the mattress. Breeze then reaches the person on the bed. A taller window, with the lower part openable, is the way this situation would be handled in the average house.



A more practical remedy: deflecting vanes in the window itself. Jalousie type windows, with enough flexibility in the maneuvering of the louvers so they can slant inward and downward, are ideal in climates where this window is practical.

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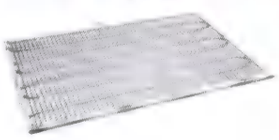
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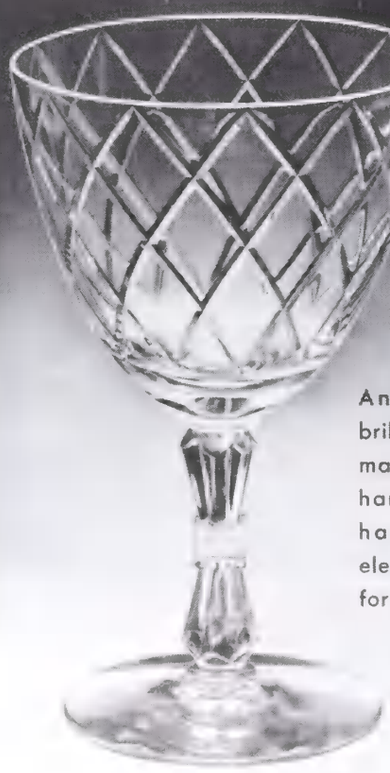
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HOW TO USE THE WIND

CONTINUED FROM PRECEDING PAGE

openings into locations where they not merely *let* the air out, but *suck* it out.

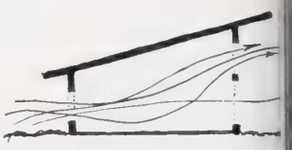
Here is the general idea. As air flows over and around a building (or around any other thing, like for instance the wing of an airplane), it sets up pressures on some places, suctions on others. (A suction on the rounded top-surface of the wing is mostly what holds an airplane up.) On the front of the house—I mean, *the side that faces the wind*—there is a pressure. On the sides of the house there may be suctions. On the back of the house there is usually also suction. Now, if you can locate your "out" windows in places with extra-strong suction, you'll get extra breeze through the house!

Interesting point: strong suction areas are quite likely to be on the *side* of the house. "Cross-ventilation," therefore, does not necessarily always mean straight-through ventilation!

Interesting idea: can't you shape the house so as to create places with extra-strong suction? Architects have begun to try it, especially in the hot-moist parts of Texas and in Florida where breeze is so important. Some of them were pilots during the war. And so now you see airplane ideas cropping up on houses. I don't mean their houses look like airplanes. I mean you see evidence of aerodynamic thinking and detail that tells you the guy knows airplanes. He tries to use a shed roof to increase the



suction. He builds an extra wall that acts as "cowl flap." He tries to use a roof overhang as a scoop. It *looks* right. But C.



has tested some of those sl and found they didn't work. no doubt they can be made to

The trouble is—no one, not an architect, could figure out w the best suction is, simply hunch. No aeronautical engi whose business is precisely sort of thing, would even try, build a model, put it in the tunnel, and find out by experi At Texas A. & M., they are no up to test your house for ve tion. You give them your pl they make a model, stick it in wind tunnel, and tell you how where the breeze flows, wha anything, is wrong, how win might be better located, etc. charge for this at cost, which n be between $50 and $150. It c be worth a lot to you.

To sum up, here is the prac advice of Texas A. & M., base test, not on hunch.

Be sure the breeze does no through your room too high. vanes (louvers, jalousies, s *thing*) to deflect breeze down inlet windows low.

Make air outlets at least as as inlets, or bigger.

Don't choke off airflow in middle of the house—open path for it by louvered partit

Remember the "Squirt Effec in a given stream (of air jus of water) the narrowest place the fastest flow.

Use attic fan with only one dow open.

That's all. Keep cool!



HOW TO MAKE YOUR BASEMENT DRY AND SWEET SMELLING

CONTINUED FROM PAGE 178

they do on the outside of a ontaining a cold drink. you don't "air out" your nt and add trouble. And ob- you have to close it off he house above as well as he outside.

MENTS are most common he Midwest and Northeast f America. There the ground atures are low enough to them refreshingly cool in r. Basement walls and floors 30 degrees below the out- r temperature. But unfortu- high humidity often goes hat high outside air tem- re. Refreshing coolness then dampness that only a de- fier can handle.

ehumidifier does not take all ter vapor out of the air. It have to. Usually it needs inate only 20 to 30 per cent Then the rest won't condense dampness is checked at the But you also get two more s: You feel more comforta- the drier room air. And growth is discouraged.

feel uncomfortable in a hu- asement because you can't re freely. The walls may be nd you may be radiating some r body heat directly to them. not enough as long as you're y." However, if the air's content is reduced 20 to 30 nt, your perspiration will then ate as fast as it appears. ou're suddenly and delight- cool. And the air tempera- still the same.

dew thrives on moisture, in the air or on the basement contents. You don't have to to know it's there; its musty ives it away. Take away the dampness, reduce the relative humidity and you lick the mildew. Germicidal lamps of the odor-eliminating type kill the air-borne spores of mildew as well as other organisms that cause smells. So they're useful supplements to a dehumidifier.

The dehumidifier takes water vapor out of the air in one of two ways: It condenses it out on a chilled surface. Or it traps it in a moisture-hungry chemical.

Most dehumidifiers sold today are the electrical, plug-in type that uses a refrigerating coil to condense out vapor. This coil is basically the same as the one in your refrigerator. But it does *not* cool the room air. The reasons need not concern us here. If you expect room cooling, then you must get a complete summer air conditioning unit.

Essentially a dehumidifier does only what the basement walls do. But it does it far faster. Its coil is chilled much lower than the wall temperature. A fan pulls air through it. Thus it "wrings out" the water vapor before it can condense anywhere else in the room.

Chemical dehumidifiers use a vapor-absorbing material called a desiccant, usually calcium chloride or silica gel. This chemical comes as flakes or granules and usually is exposed in the room in a basket. Its appetite for water is enormous. After taking on several times its own weight, it dissolves away, in the case of calcium chloride, as a brine that is discarded.

A more elaborate type of chemical dehumidifier has a fan to draw air through it and a heating device to drive off the water after the desiccant is saturated. In that way, the desiccant can be used over and

(*Please turn to page* 253)

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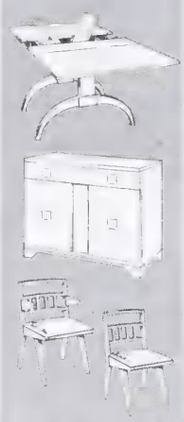
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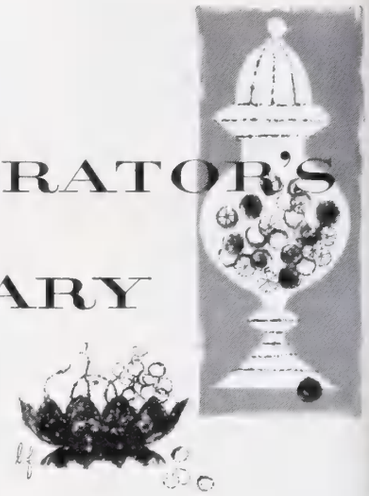
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Decorator's Diary

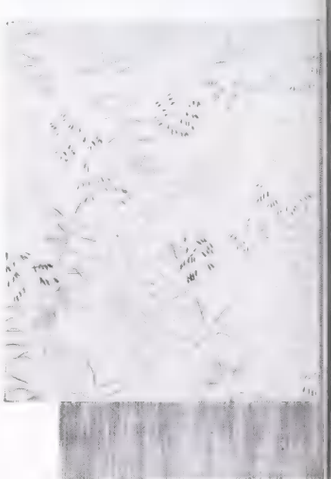


Meander through the market via the notes and jottings of an alert decorator who keeps her eye open for new and unusual items in home furnishi

Several times a year I say a few words in memoriam for the man who invented wallpaper. It's the one ingredient of decorating that lets you have your cake and eat it without indigestion. Sure turned the trick for Sibyl Reeves. She's one of those grimly practical souls who have learned just enough about decorating to know all the reasons why you shouldn't do this or that—but hasn't gone far enough to know when you should. Scared to death of pattern, for instance. And when I think of the house she grew up in, can't say as I blame her. But you don't have to burn down the barn . . .

She insisted on plain draperies in her living room—wasn't going to have any artificial birds, bees, or flowers to distract from her beloved view. No pattern on the furniture. Room too small. Furniture too small in scale. A handsome texture, she was sure, would make it look so much more distinguished. As for the rug—well, she might settle for an all-over mottled effect (so practical) but she wasn't going to have any giant caladiums smack her in the face every time she walked in the room! All very well, but I could see we were heading toward something very like the ladies' lounge at the airport. Believe in giving a client what she wants but not when I can already hear her moans of twelve months hence.

So I went to a lot of trouble to set the stage the day she asked if she could drop by the office to go over paint color samples. I was *terribly* busy. Hoped she'd fo the looks of the place but I to get the Morgans' house wo out before they got back South America. There were papers everywhere—sample b sample papers, little swatches, strewn about a few fabrics and niture catalogues too, but m there were wallpapers. It wo Just as the sight of a candy- window works on a lady on a She mused a while then asked fully, what I would think of u wallpaper on one wall. Why There's nothing to fight wit I reminded her. Before we through she had decided on p for all four walls, and a hard she had bringing it down to choice. Finally she settled on "S mer Lace," one of the Warner C pany's "Salubra" washable pa



"Summer Lace" and Bleachu

import from Switzerland. That for the "one" wall opposite the dows. For the others she wanted eachwood" one of the new Salu- textured patterns that really t a pattern at all when you get n the wall.

ow we're both happy. She can right on boasting about her ticality theories. And I have secret satisfaction of knowing t's really responsible for mak- them work.

cassar ebony and brass—what exciting combination! Saw it Charak's in a writing table de- ned by Mr. Charak himself. Re- ded me that Mrs. Dalton has n pestering me for months to her an antique writing table. nds easy enough. But you can r out three pair of shoes these s before you'll come across an piece that's fit to keep com- y with Mrs. Dalton's truly dis- guished collection. Dare I sug- this one? Was shocked at my- for even thinking of it. But more I thought the more I ed to see it standing near the dow on that lovely Aubusson . Oh, well. Might as well adventurous! When I called her ut it I was very careful not to tion the word "modern." Just



ony and brass

l it was a new table, beautifully de, that I thought she might like h her French pieces. Don't know at "period" she thought it was to my mingled relief, surprise, l delight, she did like it! Must e been its elegant air. It's such eloquent reminder that there are l a few people left in the world o don't have to do anything else a desk but pen graceful notes.

w I used to dread rug-shop- g! For a client who was a mil- naire I could skip the whole ary business and have some- ng woven to order. But how en did that happen? Most of time it meant the same old notonous round of showrooms just to find something inoffensive in a color with maybe a shade more life to it than six dozen others almost identical. How far we've come since those days! Now you run into unusual weaves and subtle colorings almost everywhere you turn. My latest enthusiasm is Bigelow-Sanford's "County Fair"—a nubby textured mixture of short sturdy loops with an irregular effect that makes it look almost hand



"County Fair"

loomed. It's a rayon and wool blend, and what a treat to find the price is under $10 a square yard. Ordered it in cocoa brown sprinkled with black, white, gray and gold for the whole downstairs of the Sawyer's house in Bucks County. We're using different colors in every room but they all go with the carpet and the carpet will tie them all together.

Was conditioned early in life to rush-seat chairs, what with all that Early American stuff we had in the country. Remember a couple of ladder-backs I specially loved the looks of, though no one could ever sit in them. They'd make the most frivolous woman in the world look like her grandmother's daguerreotype. The ones that have been coming over recently from Italy are a good deal more comfortable, but they're so very light in scale it's not often you can put them to any more than incidental use. However, the Harrover chair I found at Konwiser seems to settle all difficulties simply because the seat is deep. Seat depth of the dining size is a comfortable 24″ and that of the "lounge" size (looks almost indistinguishable) is 25½″. Both are big enough all over to make you feel there's really a chair there, still light enough to cart around easily. And the walnut frame with its natural finish seems *almost* as pretty as my cherished memory picture of the old maple ladder-backs. Ordered eight Harrovers for the glass-walled "outdoor" room

(*Please turn to page* 252)



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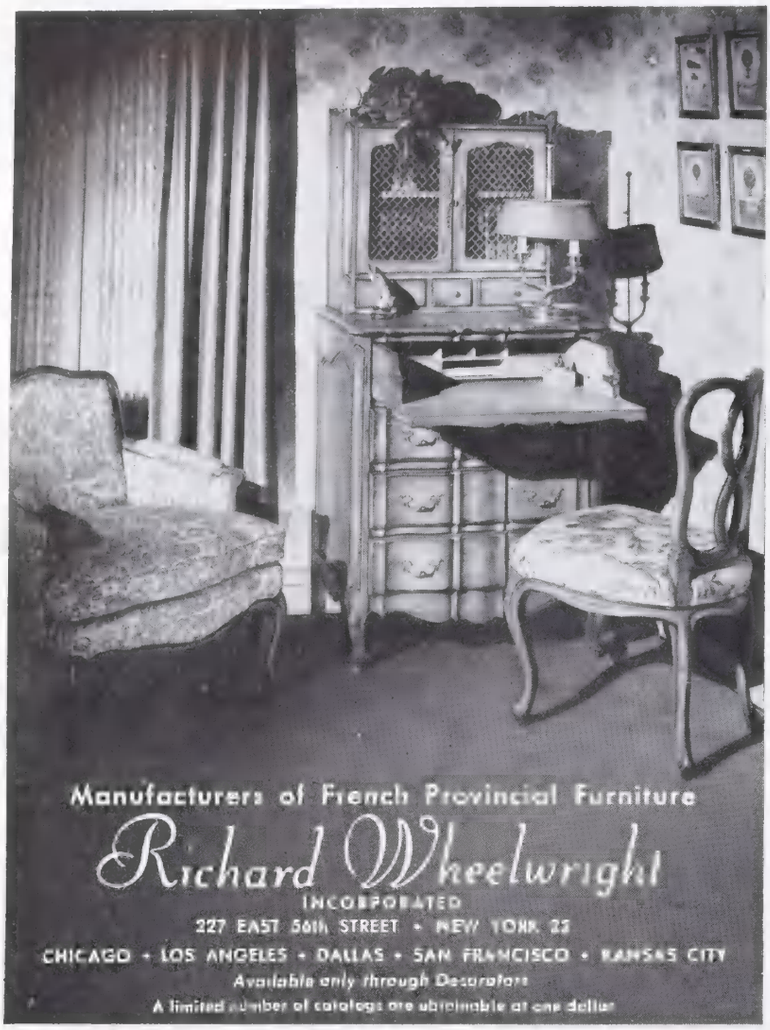
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Plenty of elbow room in this kitchen, and plenty of counter work space. The old center table idea has been brought up to date in an island with storage cupboards beneath, in lieu of waste space. There's knee room, too, so you can work seated.

Wallpaper sets the mood in a provincial kitchen

PHOTOGRAPHS BY MAYNARD PARKER



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The harmonious blending of different materials gives the Marer family's kitchen the living-room quality we demand of kitchens today. And the things responsible for its provincial livability never obstruct its modern operation. Wallpaper in a small, all-over pattern creates a warm, homelike background. Wood cabinets are nicely detailed even down to the HL hinges and the door knobs. Spatterdash linoleum is reminiscent of painted floors in old Colonial farmhouses. Captain's chairs and a round table encourage leisurely meals. Jack A. Charney was the designer and builder; Jerome L. Gas, the decorator.



Eating in the kitchen takes on a new and gracious meaning when walls, floors, and furniture are appropriately chosen.





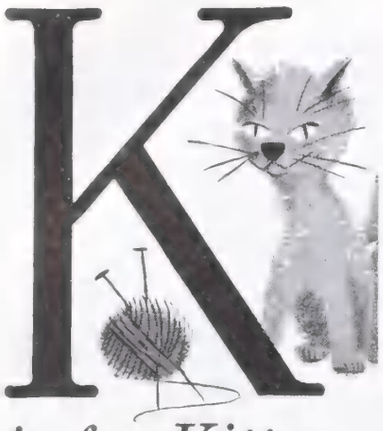
Careful planning puts all kitchen utensils and tools close to the point of use. The pots-and-pans cupboard next to the stove has a pull-out shelf to bring contents into convenient sight and reach.

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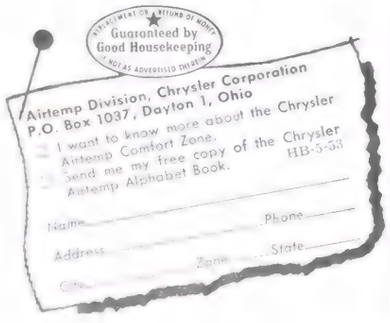
Get a free copy of the colorful Alphabet Book for children. It shows many of the delightful benefits of Chrysler Airtemp Air Conditioning for you and your family.

Comfort Zone



Chrysler Airtemp

HEATING ▪ AIR CONDITIONING
for HOMES, BUSINESS, INDUSTRY
Airtemp Division, Chrysler Corporation
Dayton 1, Ohio



DECORATOR'S DIARY

CONTINUED FROM PAGE 249



Harrover chair

they've added to that old stone house in East Hampton. Six go around the dining table. The other two—"lounge" size—just float.

The most successful bedspreads I ever dreamed up are the ones we had made for Dottie Haywood's guest room. Got the idea from one of those seat-and-back fabrics I found at Brunschwig & Fils. The design forms a large, round medallion just the right size for the seat or the back of an upholstered chair. Consists of a couple of love birds encircled in a garland of roses. Very sketchy and gay, drawn in dark line brushed over with clear shades of blue and green. Three versions of it make up a family. The first is a plain rayon-and-cotton print with the medallions spaced 12¾ inches apart in a field dotted with light brush strokes. You can also have the dotted field without the medallions. Or you can have the whole thing quilted so that the medallions stand out like an appliqué. We used the quilted version for the center panels of the spreads, the plain dotted field for the sides. And for the tight upholstered seat of the little fruitwood chair we used another medallion unquilted. Everything else in the room is solid color set off with lots of white. Nice idea—having a pattern where you least expect it!



Partners in fabric



They say my steaks all cut like fillets-*it's my*

GERBER *Legendary* BLADES

The final touch in hospitality is to place a "Miming" Gerber blade—at each plate. These sharp, graceful cutlery tools *tenderize* any meat. Look for the name "Gerber—Miming" stamped on under side of handle. This is important because no other blades are made from such superb and costly steel—steel that costs 5 times as much as cutlery steel. It is simply impossible to obtain such a cutting edge that stays sharp so long, from any lesser steel. At leading stores. Write for Selection Sheet and price list. **Gerber Legendary Blades**, 1339 S.W. 12th Avenue, Portland 1, Oregon.

3-Sisters Kitchen Set. Sharp knives, safe and convenient—a real kitchen treasure. 3 sizes with 4½, 7½ and 3" blades. In solid walnut shield, ready for mounting. Will last a lifetime. The set $16.

GERBER LEGENDARY BLADES



MIMING
Gerber handmade steak blades in sets of 4, 6, 8 and 12.
Set of 8 **32.50**



Port-a-crib

the **PORTABLE** combination crib and play pen



. . . converts to handy play pen in a minute

. . . rolls through doors without folding



. . . sets up in auto or trailer

. . . folds to only 6" width for carrying or storage



Sold in better department, baby and furniture stores. Literature and store names on request. Write Dept. 33.

PORT-A-CRIB, INC.
MANCHESTER, MO.

Really tall table lamps have a way of looking awfully pompous. Still you need the height if you want the light to spread over more than a few feet of space. So I whipped out my measuring tape fast when I spied that Hawaiian bamboo lamp in the Decorative Accessories line at the Dunbar showroom. It's 34 inches overall. Good enough. And the outline of the base is large enough in scale to make the whole thing look well balanced. But nothing so light and airy could possibly look pompous. Must remember it



Light-hearted lamp

the next time I need a tall lamp for a light-hearted room.

See what you miss if you let yourself get into the grip of a prejudice! I've always shied away from department-store picture departments. Couldn't take all those gruesome reproductions of fifth rate paintings. Strictly by accident landed in the one at Altman's last week and to my amazement there was an exhibition of etchings, engravings and lithographs from original plates of notables like Rembrandt, Blake, Cezanne, Picasso. What's more they were for sale. Something at any price you might have in mind from $15 to $5250. On the way out made a real budget discovery: a series of reproductions of Matisse drawings, black on white, on black mats in narrow frames, the whole measuring about 12 by 15 inches, and each one priced *under* $15. —M. R.

HOW TO MAKE YOUR BASEMENT DRY AND SWEET SMELLING

CONTINUED FROM PAGE 247

er again. But obviously the de-midifier has either to be taken itside or vented to the outside hen the water is being driven off.

Of these two types, the electrical ehumidifier is most popular. It is enerally more efficient, faster and kes less attention. The chemical pe drops in efficiency as the des-cant nears saturation. If you have ie basket-type of chemical de-midifier, you must renew the des-cant periodically and keep a store it on hand in 25- or 100-pound ags. But this latter has a clear dvantage in small areas, such as storage closet, where you couldn't stify the cost of an electrical de-umidifier.

Both these dehumidifiers need lenty of air circulation to do the est work. So place them well out om the wall, a foot if you can. nd don't crowd them with furni-re or a flanking wall.

You'll save yourself some work you can pipe the condensate om your electrical dehumidifier own a drain. When humidity's igh, this condensate may amount 3 gallons in a day. If you can't rain it away, then you'll have to mpty the container that comes in he bottom of the unit.

OW you'll operate your dehu-midifier depends, first, on the climate" of your basement and, econd, on the way you use the asement.

If hot humid weather is pro-nged in your area, you'll have work out a regular schedule of peration. Experience will show ou how long the electrical de-umidifier must run, or how much esiccant has to be added, each ay during such hot spells.

A hygrometer, which measures umidity as a thermometer meas-res heat, can be used to make ure that water vapor is kept at afe level. Also, it tells you when ou don't need to run the electrical ehumidifier and so saves operat-ng expense.

You can get a timing device, too, hat switches on the electrical de-umidifier daily for whatever eriod you wish. This will save you teps and insure adequate humidity ontrol in most cases. But if you eed fully automatic control, for afe storage of such things as val-able books or guns, then you can et a humidistatic regulator. This levice is comparable to a thermo-tat. It keeps humidity continuously below a fixed level without any attention from you.

We've talked mostly about how a dehumidifier makes your base-ment dry and comfortable in sum-mer. It's valuable in any season, though, for getting rid of moisture from drying clothes or an unvented clothes dryer. In winter this mois-ture can cause destructive conden-sation in the walls of your house.

Also, the dehumidifier can serve you in places other than the base-ment. You may have a trophy room or library that needs humidity con-trol. You'll find dehumidifiers have been styled as pieces of furniture to be accepted anywhere upstairs.

Germicidal lamps kill air-borne organisms by means of ultraviolet rays and with ozone gas that's a by-product of the ultraviolet. Ultra-violet can also injure your skin and eyes, so remember to keep the germicidal lamp fixture above eye level. Because it depends on air currents to bring odor-causing or-ganisms to it, the fixture should be placed near the dehumidifier or any other device that speeds air movement.

Now you know the tools and steps for making your basement as dry and sweet-smelling as your linen closet. Remember these things: Plan the "climate" that you want down there. Learn how to use your equipment most efficiently and economically. And above all, keep the basement closed.

The following firms are among those who make electric plug-in type dehumidifiers for home use:

Abbeon Supply Co., Jamaica, N. Y.
Berns Mfg. Corp., Chicago, Ill.
Chrysler Airtemp Div., Chrysler Corp., Dayton, Ohio.
Ebco Mfg. Co., Columbus, Ohio.
ExCel Co., Dowagiac, Mich.
Fedders-Quigan Corp., Buffalo, N.Y.
Fresh'nd Aire Co., Div. of Cory Corp., Chicago, Ill.
Frigidaire Div., General Motors Corp., Dayton, Ohio.
Halsey W. Taylor Co., Warren, Ohio.
Hotpoint Co., Chicago, Ill.
International Harvester Co., Chi-cago, Ill.
Jordon Sales Co., Phila., Pa.
Kauffman Air Conditioning Co., St. Louis, Mo.
Kelvinator Div., Nash-Kelvinator Corp., Detroit, Mich.
Lonergan Manufacturing Co., Al-bion, Michigan.

(*Please turn to page* 255)



Church Royalton Tile, 8½" x 8½"—four times the area of ordinary tile — here shown in Teal, one of 1953's smart new colors.

Church Tile
PLASTIC WALL

—the nicest thing that could happen to your bathroom

Are you tired of old hard-to-clean walls? Tired of walls that streak or chip or fade? Walls that need repainting or repapering every year or so? *Then* Church Plastic Wall Tile *is for you!*

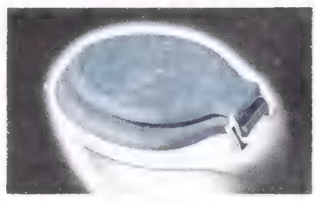
Easily installed on almost any wall in new homes or old, Church Tile will make the dingiest bathroom or kitchen sparkle with new beauty – *permanent* beauty. And this one inexpensive transformation will increase the value of your home by many times the cost of the tile job.

Choose your personal color scheme from 25 out-of-this-world colors, decorator-approved for 1953 styling.

See it for yourself – at your floor covering dealer's – today. Or use the coupon below.

To Complete The Picture

CHURCH SEATS (in plain or pearl finish) come in 32 colors – complete your color scheme. Known the world over as "The Best Seat in the House." At better plumbing stores everywhere.



C. F. CHURCH MFG. CO.
Division of AMERICAN RADIATOR & STANDARD SANITARY CORPORATION



THIS BEAUTIFUL, HELPFUL BOOK—YOURS FOR ONLY 25c

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Please send me your big 16-page book of ideas for beautiful kitchens, bathrooms, other rooms, in new homes or old, illustrated in full color. I enclose 25¢.

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I am planning to build ☐ remodel ☐

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*Price covers 5-pc. place setting.

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DOULTON & COMPANY, INC., Dept. F-3, 11 East 26th Street, New York 10, N. Y.

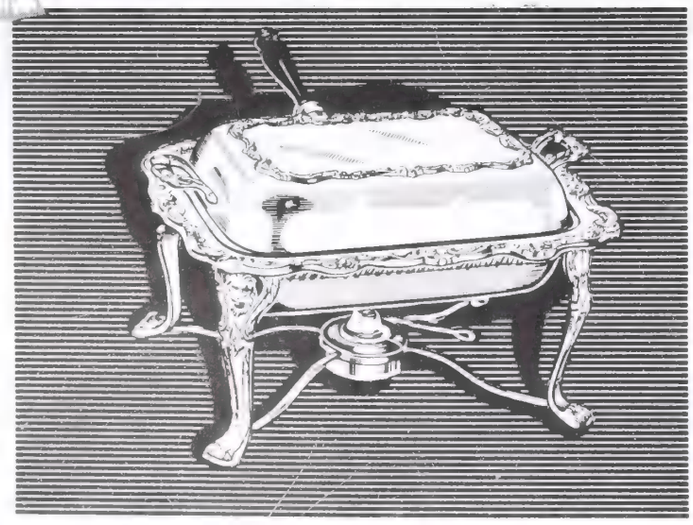
EXQUISITE CRAFTSMANSHIP
the result of 60 years of creating fine silver

People have been enjoying Poole Silver for the past 60 years. The traditional design, superb craftsmanship and lasting beauty in every piece, account for the pride of ownership that impels more and more people to buy Poole Silver.

Shown below is Poole's Silverplated oblong Chafing Dish No. 5020. Retailing at $120 Inc. Tax.

Poole SILVER

POOLE SILVER COMPANY, TAUNTON, MASS.
New York Chicago



Send for Booklet 31 showing the complete Poole line.

How to screen off the Service Door

HOMER DODGE, LANDSCAPE ARCHITECT



Modern houses have both service entrance and "front" door located conveniently close to the driveway and therefore often close to each other. Here a slatted fence separates the two so that people at the dining-room table are screened from tradesmen using service door.

PHOTOGRAPHS BY MAYNARD PARKER



See how effectively the fence here screens off both kitchen door and service yard from rest of the terrace. Fence and low wall will be covered with vines eventually. Note, too, how pavement extends to all glassed areas of house, thus eliminating splashing mud and the uncertainty of plant growth beneath overhanging eaves.

(*Please turn to page* 261)

HOW TO MAKE YOUR BASEMENT DRY AND SWEET SMELLING

CONTINUED FROM PAGE 253

itchell Manufacturing Co., Air Conditioning Division, Chicago.
emington Air Conditioning Div., Remington Corp., Auburn, N. Y.
bbins & Myers, Inc., Fan Division, Memphis, Tenn.
alter Haertel Co., Minneapolis, Minnesota.
alton Laboratories, Inc., Irvington, New Jersey.
estinghouse Electric Corporation, Refrigerator Specialties Div., Springfield, Mass.

Among firms making chemical humidifiers or desiccants are:

ıly, Merritt & Sullivan, Inc., (desiccant and container, semi-automatic), Falls Church, Va.
ıe Dow Chemical Co., Midland, Michigan (desiccant)
yomatic Corp., Alexandria, Va. (desiccant & container, semi-automatic), Falls Church, Va.
id-West Metal Products Co., Muncie, Ind. (containers)
lvay Sales Div., Allied Chemical & Dye Corp., New York, N. Y.

These firms are among those aking germicidal lamps or the ctures for such lamps:

Acme Products Corp., St. Joseph, Missouri.
The Art Metal Company, Cleveland, Ohio.
Beacon Electric & Manufacturing Co., Boston, Mass.
Brill-Sloane Co., Philadelphia, Pa.
Brooklyn Electronic Deodorizer Co., Brooklyn, N. Y.
Circlite Corporation "Pur-Ar-Lite," Chicago, Ill.
Deodor-Lite Co., Long Island City, N. Y.
D-Odo Zone Co., Hollywood, Calif.
General Electric Co., Lamp Dept., Cleveland, Ohio.
Great Northern Manufacturing Corp., Chicago, Ill.
Handy-Hannah Co., Whitman, Massachusetts.
Hanovia Chemical & Mfg. Co., Newark, New Jersey.
Kolto Art Products, Brooklyn, N.Y.
Pine-Craft, Philadelphia, Pa.
Roy C. Stove & Co., "Air-Tron," Valparaiso, Ind.
Sanitron, Inc., Long Island City, New York.
Sylvania Electric Products, Inc., Salem, Mass.
Westinghouse Electric Corporation, Lamp Division, Bloomfield, N. J.

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"New Decorating Magic" 24 pages of ideas on "how to plan your bedroom" fully illustrated. Send 10c in coin for your copy

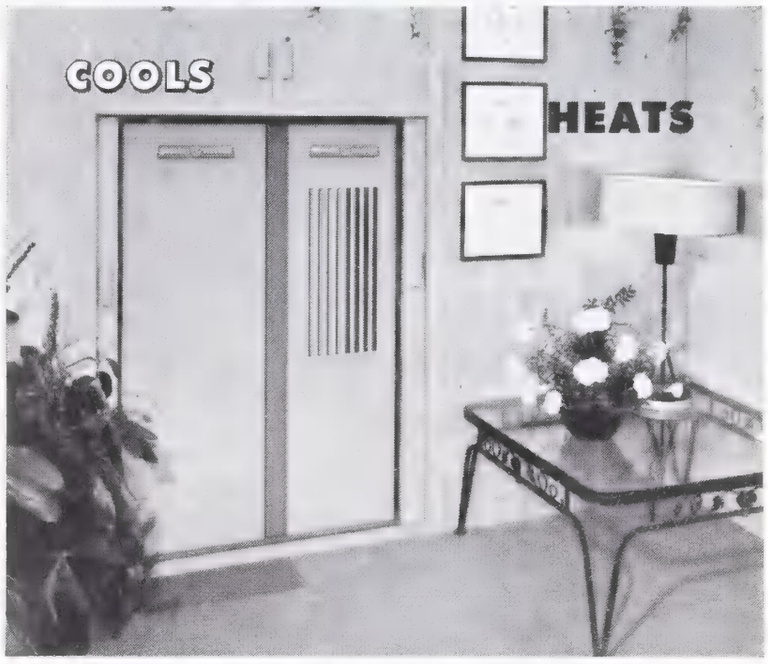
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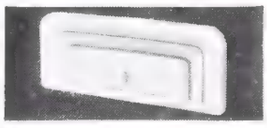
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Single, automatic unit cools, heats, removes excessive moisture, filters, circulates. Only 55" high, takes as little as 30" x 39" of floor space.

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Now your entire home can be delightfully cool and dry all summer, and wonderfully warm all winter—for little more than the cost of heating alone! The new G-E Year-Round models fit every climate and home, new or existing. And only G.E. can bring you the unique *Air-Wall* System—cooling *and* heating through the same ducts and registers without cold drafts or hot blasts. Electric refrigeration for cooling...gas or oil for fuel-thrifty heating. Three ways to buy—(1) G-E Year-Round System; (2) G-E Heating Unit and *Air-Wall* System alone, adding G-E Cooling Unit later; or (3) G-E Cooling Unit alone, used with your present furnace and ducts.



G-E *Air-Wall** SYSTEM gives extra benefits! Unique registers deliver both heating and cooling. Unsightly high-wall registers are unnecessary. No cold drafts or hot blasts. Full freedom of furniture and drapery arrangement. No carpet-cutting.

*Reg. trademark of General Electric Co.

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BUT A *Knabe*



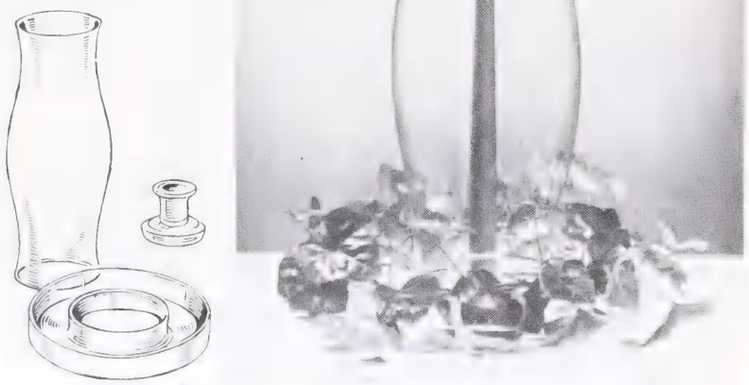
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Such Beauty to Enjoy!

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When buying glassware, look for this blue and gold label identifying West Virginia Glass. It's your assurance of hand-blown, brilliant crystal—smart, modern design—superlative quality—at conservative prices. At gift, jewelry and department stores. For name of nearest dealer, write West Virginia Glass Specialty Co., Weston, W. Va. (Member Glass Crafts of America.)

WEST VIRGINIA GLASS WESTON W. VA.

WEST VIRGINIA *Glass*

Make it easy to telephone

You throw away half the convenience of telephoning if you have to delve into a closet for the book hunt up a pencil, or balance a pad on one knee while you write down a message. Here are six ways to keep everything handy in a minimum of space



Only 15 by 22 inches of floor space makes room for this little chest that combines all the components of telephone ease—writing surface, storage for books, drawer for pencils and lists, a comfortable seat. Hinged bench folds back into storage compartment. Dunbar



If you want more space to write on or to consult the directory, you can pull out the shelf under the top of this telephone desk which measures only 30 by 20 inches over all. The open compartment is big enough for two metropolitan books, plus pad and pencils. Hekman



eep your dates raight by consolidat- g all your paraphernalia in a social planning center. Table is ly 24 by 16 inches; ool slides under shelf. ops of sap-streaked alnut; legs of black- ished steel. Dick tambaugh Assoc. abin Crafts carpet.

PHOTOGRAPH BY BILL JACKSON

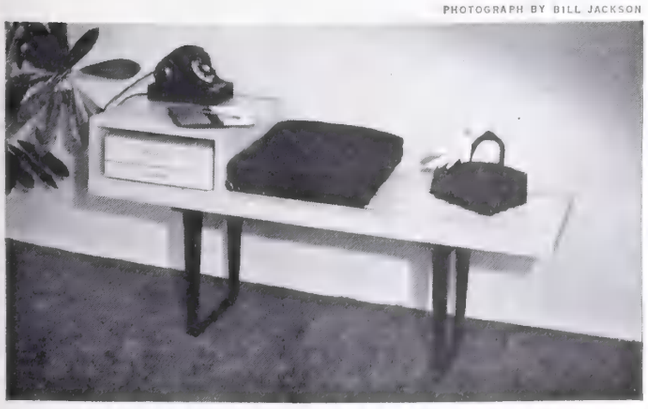


If your friends are the chatty type you'll appreciate a comfortable place to sit while listening. This telephone chair with plastic upholstery, maple legs, fits neatly into any corner. Dearborn.

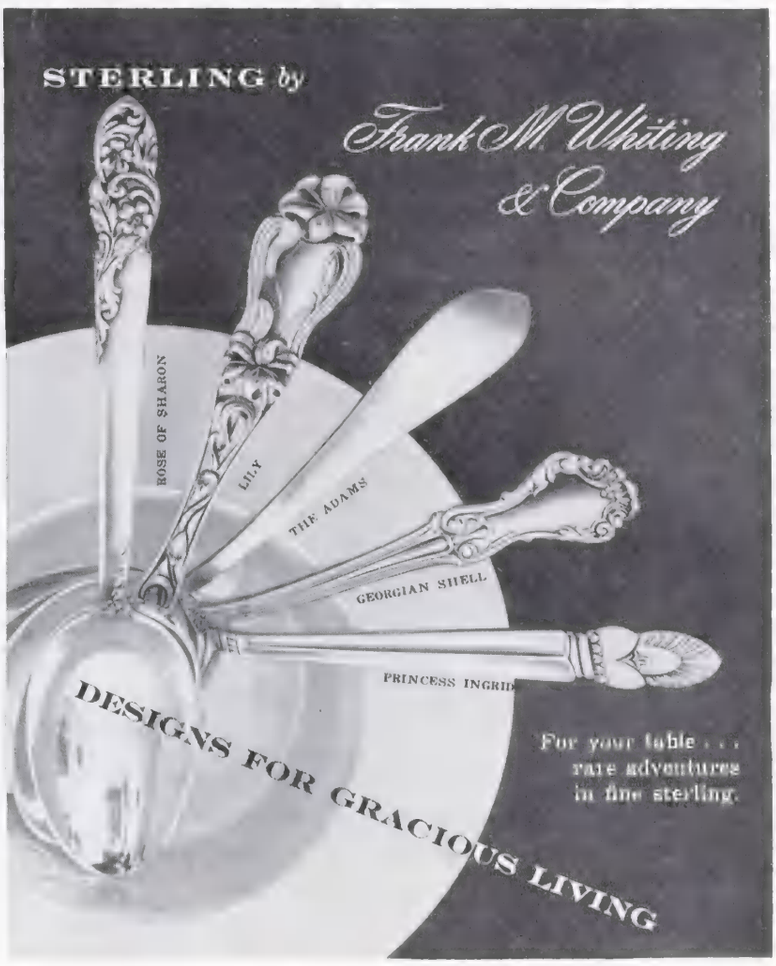


Telephone extensions in remote corners of the house, such as outside a bathroom or in the garage, can save many a shin-skinning crisis. If there's no floor space, hang up a pair of plastic-coated wall shelves like these. Seabon.

PHOTOGRAPH BY BILL JACKSON

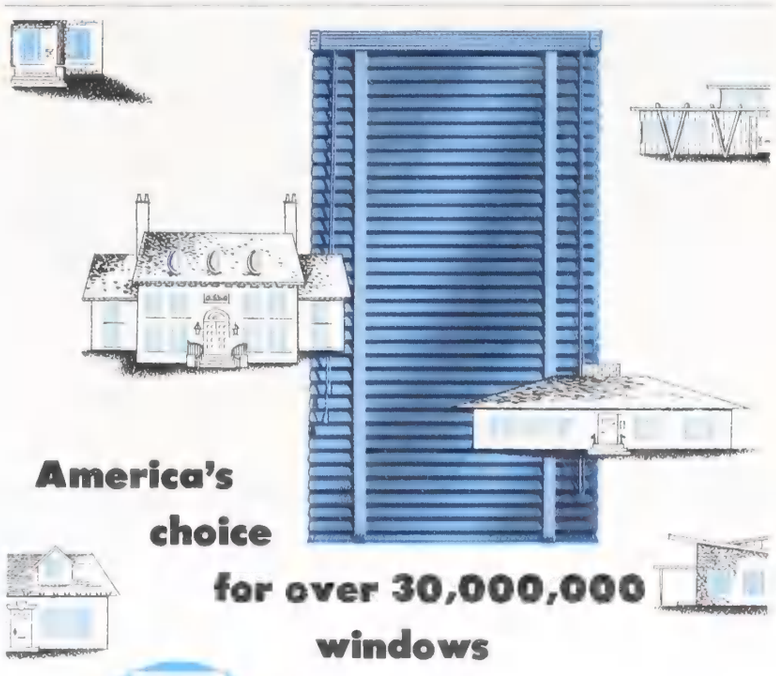


A telephone bench near the front door plays half a dozen roles in the family's daily routine. Gives you a place to park incoming or outgoing parcels, to sit down while donning overshoes, helping children into coats. Only 44" long. Dart Associates. Cabin Crafts rug.



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Choose the custom-made blind that's America's favorite! Only all-metal Rolla Head gives you every feature — enclosed head, fool-proof operation, self-adjusting tiltor, flexible slats, decorator colors in Du Pont baked enamel finish, one-piece streamlined bottom rail. Custom-made for your windows by a manufacturer in your area with equipment and processes engineered by

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Baltimore 30, Maryland

Enjay

FREE! Booklet with actual slat sample of all 14 Rolla-Head Colors, sent to you by the Rolla-Head manufacturer in your community. Write to Dept. B.

Yes! a DISHWASHER FOR Only $49.50

that does dishes faster and easier than models costing $300!

THINK of it! Now YOU can own a dishwasher for only $49.50—a dishwasher that actually gets your dishes done in LESS TIME than others selling for $300-$400—or more.

Hard to believe? Not when you consider these facts:

When you use an ordinary dishwashing machine, you must first scrape the dishes—get them as clean as possible. Many times you even have to rinse them under a faucet. In other words, you have to go through certain preliminary steps before you put your dishes in the machine.

But now... with the new and revolutionary DISHMASTER, by the time you complete these "preliminary" steps—YOUR DISHES ARE WASHED! Your dishes sparkle ... your silver and glassware gleam . . . pots and pans shine easily and quickly, and far more brightly than when washed by ordinary machine methods. What's more, you don't soak your hands—you hardly get them wet!

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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 235

tages of a prepaid tour in price and interpreter and other services abroad, but tailored to you. Ask your travel agent, or the CIT Travel Service, 11 West 42nd Street, New York 36.

New low-cost tours especially arranged by the Pan American World Airways to show you Uxmal and Chichen Itza in Yucatan. Three days out of Merida, $36; four days, $50, and prices include transportation, all meals, entrance fees, and English-speaking guides.

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It's smart to admit that the world is too big, too beautiful, and too full of exciting new travel adventures for you to risk your time and money and enthusiasm on any trip less than perfectly planned. It's your travel agent's business not only to know all the answers, but to serve you with everything from suggestions to tickets. You are not, as many think, charged for his services. He is paid, instead, by the resorts, hotels, and transportation companies whose facilities he sells. Thus, except for extras, like telegrams or phone calls for last-minute reservations, his services are free to you. Tickets bought through a travel agent seldom cost more than if you bought them on your own. And his guidance, saving you time and effort, protecting you from expensive blunders, directing you to short cuts, real values, new and priceless experiences, can amount to money in your pocket.

Lost city

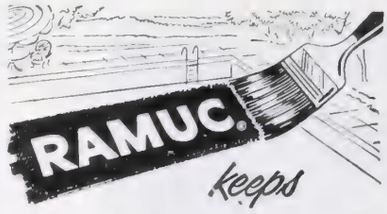
Though the Spanish looked for it vainly for 300 long years, you can find Machu Picchu, the famous lost city of Peru, with no trouble at all. You can visit it on a me three-day trip from Lima, by a to Cuzco, and then via a two-ho trip through scenery of ineffab beauty. For the major part of th trek you use the *autocarril*, an aut mobile gliding on tracks, changin for the brief ascent to autobu donkey, or to your own two fee

Machu Picchu stands high on saddle in the Andes, isolated b river canyon below, hidden in vast jumble of mountain splendo So well hidden, in fact, that eve though we have known its locatio since 1911, and it is considere our chief citadel of Inca cultur we actually know very little abo it. Some think it was the refuge t which the Virgins of the Sun fle when the Spanish took Cuzco. B how did a people who had no wri ten language, who did not kno the wheel, had no beast of burde except the llama, capable only o a 60-pound load, achieve these ma sive walls, graceful terraces, an some say, more than 3,000 carve stone stairs? And what forced the to leave it behind? Even you guide, though pressed, will merel shake his head and mutter, "Ver old." Which, together with the fa that you will never find more tha a handful of tourists at Mach Picchu, gives you a very persona feeling about the place. All th while you are wandering in its de serted streets, inspecting its silen villas and temples, its empty store houses and baths, all roofless no but otherwise intact, you'll be mak ing your own romantic deduction just as if Machu Picchu were you very own discovery.

The Golden

Whenever you visit Jerusalem, i might be Easter. For one of th things most visitors do there is t follow the Way of the Cross fro the Garden of Gethsemane to P late's Palace and Judgment Hal up Calvary to the site of the Cruc fixion, and the Holy Sepulchre be yond. The political strife whic has lately plagued the City o Peace is under control so that vis tors are again wanted. There ar already three first-class hotels i the city, plenty of food of goo quality, and excellent guide serv ice, a must for narrow, twistin streets even though you've bee familiar with most of the place names since childhood. A new tou ist development committee is a work, promising more hotels, a enlarged airport, and less fus about visa requirements, toda somewhat complicated should yo wish to pass from Arab-held terr

(*Please turn to page* 262)



keeps

SWIMMING POOL SURFACES

bright and beautiful

years longer

This year, give your swimming pool an economical RAMUC treatment. This gleaming water-resistant enamel lasts—*for seasons!* Developed specifically for swimming pool use, easy-to-apply RAMUC seals up concrete surfaces...gives a satiny tile-like finish that's pleasant to touch, delightful to walk on.

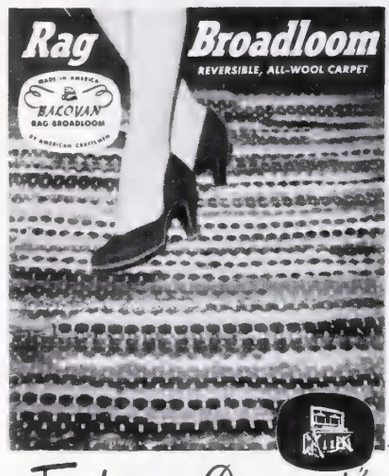
Proved in use by thousands of pool owners, RAMUC won't powder, blister or flake off. And RAMUC's smooth durable finish discourages unsightly algae-cling. Rubber-based RAMUC comes in 12 sparkling colors, each guaranteed to stay fast under strongest sunlight. For *lasting* beauty, paint your pool with economical RAMUC enamel.

Without straining your budget, turn your pool area into a bright beauty spot. How? The answers are in our Swimming Pool Handbook. It's yours for a dime (to cover handling). When writing, please include dimensions of your pool.

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"Fashion Correct" carpet

"Golden Gate" by Baloyan

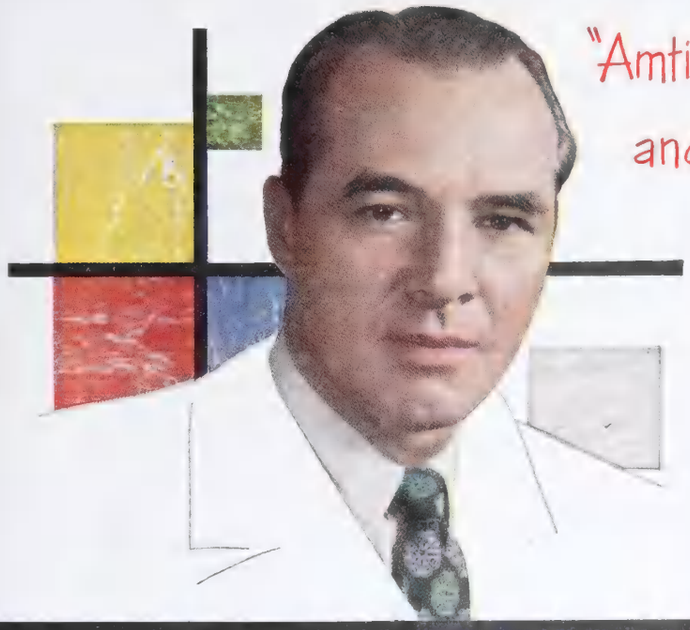
Here is "FASHION CORRECT" carpet that goes with whatever type of furniture you may have. BALOYAN all wool RAG BROADLOOM was designed to fulfill the American tradition of homey, carefree living combined with long wear and service qualities.

See "Golden Gate" by Baloyan at your local dealer

Take this information to YOUR LOCAL FURNITURE or CARPET STORE. Your dealer should carry this precious BALOYAN carpeting. Ask YOUR STORE to show you samples, color pictures and full information.

BALOYAN MILLS OF CALIFORNIA, INC.
15035 Califa Street, Van Nuys, Calif.





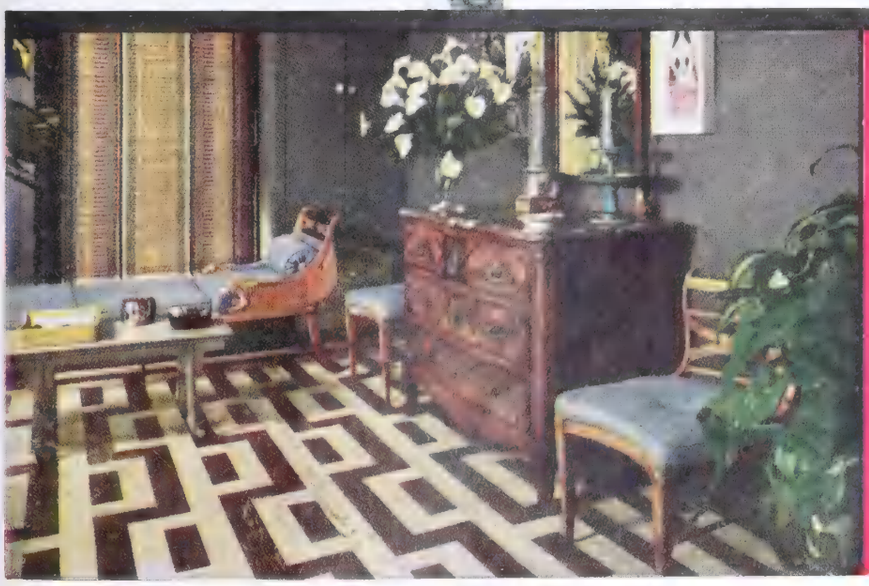
"Amtico Rubber Flooring keeps its resilience and beauty even after years of hard wear!"

SAYS **WILLIAM PAHLMANN**

ONE OF AMERICA'S FOREMOST DESIGNERS

There are many beautiful flooring materials, but none combines the rich colors, the luxurious underfoot resiliency and the lifetime durability of Amtico Rubber Flooring. Completely fire-resistant, impervious to scuffs and scars and so very easy to keep clean . . . Amtico Rubber Flooring is the one floor you're sure to enjoy as long as you live. Send for free decorator folder today.

LOW COST MIRACLE! *Ask to see sensational Amtico PLASTEX Rubber Flooring. Combines Rubber and Plastic. You can even install it yourself!*



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AMERICAN BILTRITE

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Please send me a folder—AMTICO'S decorator-styled colors.

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ADDRESS

CITY STATE

Your local Amtico dealer is listed in the "yellow pages" of your telephone directory.





Lloyd plastic table tops are heat, stain, scratch resistant, and clean with a swish of a damp cloth

★

Famous Lloyd Extra Quality chrome plating stays bright and shining always, resists marking

★

By the makers of the famous Rock-A-Feller Chair, Lloyd Outdoor Furniture and Lloyd "Capri" Indoor-Outdoor Furniture

More Color!

more durability than ever in this new

The eye-catching color of the washable plastic upholstery, the light, graceful look of its styling make this Lloyd chrome group a smart choice for use in your dining room, kitchen or playroom. The perfectly balanced table extends to seat six comfortably; has laminated plastic top that's wear-defying. The handsome "window-back" chairs are unusually comfortable with their sponge rubber box cushions. Both the table and chairs have plastic glides that make them easy to move, and prevent unsightly floor marks. Ask your dealer to show you Lloyd's new chrome dinettes with *matching* plastic table tops and chair covers.

Lloyd Dining Furniture



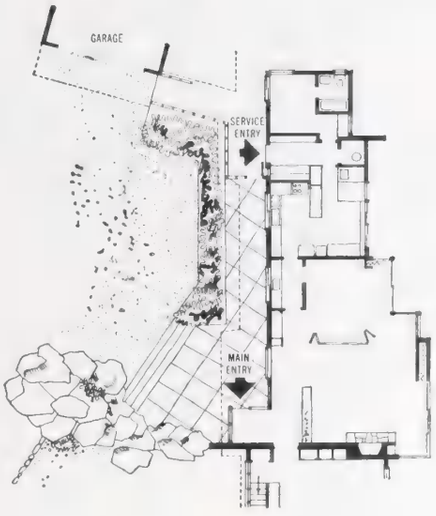
Space-saving, dual-purpose, richly finished wood dining furniture, a particular favorite with young homemakers. Properly scaled for today's smaller living areas, the laminated plastic top, drop-leaf table extends to seat six, folds down to console size. The chairs are upholstered in permanently pliable, washable plastic in decorator colors. Matching server offers ample storage space for your tableware. Lloyd Manufacturing Company, a Division of Heywood-Wakefield Company, Menominee, Mich.

HOW TO SCREEN OFF THE SERVICE DOOR

CONTINUED FROM PAGE 254



HOUSE BEAUTIFUL'S Pace Setter for 1953 clearly separates the garage, service and main entrances, although all are close together on the same side of the house (see plan below). Visitor can easily recognize each entrance, night or day, and go to appropriate one without getting wet from the rain or walking through any puddles.



THOMAS CHURCH, LANDSCAPE ARCHITECT



Here one looks from the main entrance of the Pace Setter toward the service door (behind slatted gate) and the garage. Paths are distinct, easy-to-clean ceramic tile. Lights under overhang illuminate all areas at night including steps to motor court. There are double switches in garage and kitchen for convenience and safety.

ROYAL WORCESTER BONE CHINA . . . made in limited quantities for a fortunate few, possesses delicate beauty, plus a durability which promises years of enjoyable use! Handcrafted for over 200 years by master potters.

Illustrated: Dunrobin—a sparkling pattern of red and green heather on a classic fluted shape. At fine stores everywhere. Send 10c for full color folder of patterns



Stuart Crystal Worcester Silver

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The Finest of Fine China Since 1751

The Worcester Royal Porcelain Co., Inc., Dept. B5 234 East 46th St., New York 17

Made in Worcester, England

Happy Gift Suggestion

IT WILL MEAN HAPPIER YEARS AHEAD

Happier, because of the time this pressure cooker will save her. Happier, for more compliments on meals . . . and complete peace of mind because *this* patented cover can't be lifted off until pressure is gone.



At department, hardware and gift stores.

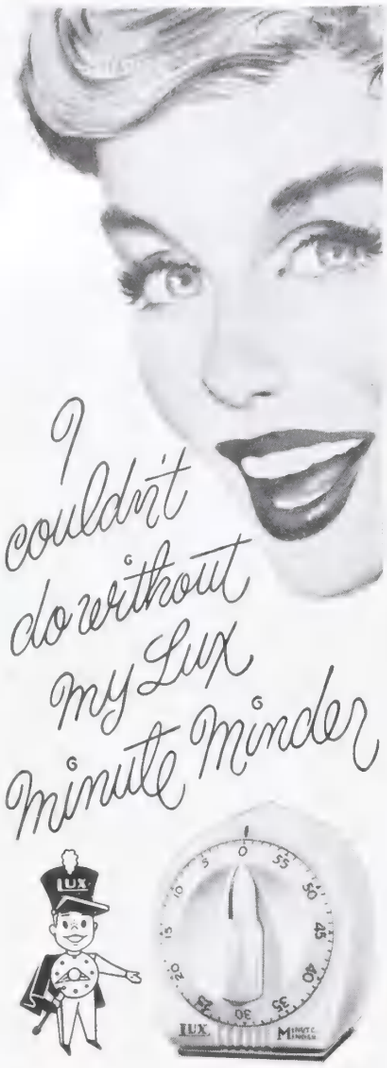
4 quarts, $11.95* 7 quarts, $15.95*

*Western prices slightly higher

Wear-Ever

THE ALUMINUM COOKING UTENSIL CO. INC.

DEPT. 8505, NEW KENSINGTON, PENNA.



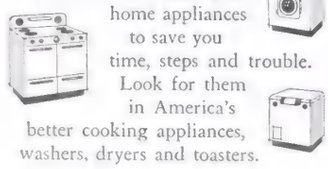
Worth a million to your peace of mind . . . because it remembers when you forget!

So many women tell us this that we know it must be true. No other single item has served so many homemakers so well—for it times your cooking and baking, washing and drying, sunlamp treatments or home permanents, baby's nap or your own, and dozens of other things. What's more, *portable* Lux Minute Minders are perfect little gifts for so many occasions!

Lux Minute Minders come in a sturdy white plastic case with red numerals. No winding necessary—just set the pointer to the time you want. Minute Minder rings when time is up!

Portable Single "Ding" Minute Minder $3.95
Portable Long Ring Minute Minder $4.95

Lux *automatic* timers are installed in millions of home appliances to save you time, steps and trouble. Look for them in America's better cooking appliances, washers, dryers and toasters.



LUX

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YOUR REMINDER LINE
For the Time of your Life!

THE LUX CLOCK MANUFACTURING CO., INC. • WATERBURY CONNECTICUT

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 258

tory into Israel to visit Galilee and Nazareth.

Ninety per cent of the places mentioned in the Bible, however, lie in Arab territory. Excellent one- to five-day tours let you explore in comfort most of the Old City itself, its near-by gardens and ruins and such outlying places as Bethlehem, Bethany, and Jericho, with about $12 a day covering transportation, room, meals, and guide.

Sordid details

For such as the Matterhorn, Notre Dame, and the church bells tolling evensong at Oxford, the only proper approach, of course, is the romantic one. The more reason not to let undue nonchalance about the realistic side of travel spoil one mile of your European tour.

If you must travel with knowledge that an unreliable heart, a temperamental digestive system, or a tendency to asthma, high blood pressure or other ailments may handicap you, arm yourself with a letter from the family doctor, describing exactly your condition and its treatment so you can get quick and understanding medical aid on the other side.

Even if you travel alone because you like it, do yield when the tour director suggests you double up in European hotels. In so many the single room is undesirably located, has step-child furnishings.

If you've never done it before, count your pennies on a trip abroad! Traveler's checks are a safe way to insure plenty of pocket money as you go, and folding money is usually exchangeable from one country's currency into that of the next. But what you have left over in coins, is something to get rid of before you reach each border. Once you crossed it, they often can be exchanged only with considerable trouble, at considerable loss, or not at all.

If you would shop wisely in Europe, shop first at home. Europe offers innumerable buys which are not only unique and sentimentally important, but of real value. It would be a shame to waste time, energy, money, and luggage space on anything you could have bought as advantageously if not more so, right at home.

If you have never been across before, these tips, kindly furnished by a much-traveled reader, may come in handy: Take a sleep shade

WIDDICOMB FURNITURE
DESIGNED BY T. H. ROBSJOHN-GIBBINGS
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Billings, Mont. ..... Elliot's, Inc.
Binghamton, N. Y. ..... The Fair Store
Birmingham, Ala. ..... Bromberg & Co.
Birmingham, Ala. ..... Loveman, Joseph & Loeb
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Dallas, Texas ..... Titche-Goettinger Co.
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Sacramento, Calif. ..... Breuner's
Sacramento, Calif. ..... Jackson Furniture Co.
Saginaw, Mich. ..... Henry Beige & Son
St. Louis, Mo. ..... Stix, Baer & Fuller
St. Petersburg, Fla. ..... Maas Bros.
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Santa Barbara, Calif. ..... Paulson Studios
Schenectady, N. Y. ..... Ras Furniture & Gifts
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Springfield, N. J. ..... Huffman & Boyle
Syracuse, N. Y. ..... E. W. Edwards & Son
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for those early European sunr
Take Sterno and a box of l
sugar and make the coffee you
Take soap leaves in purse-
packages for soapless rest room

Traveler's Tips

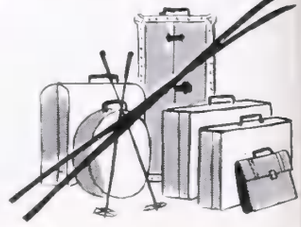
For motoring east and sout Quality Courts United has a reservation system. At any of 292 member courts you can m prepaid and guaranteed rese tions ahead for your next nig stop. For a free list of these co write L. Verburg, Guide Book tributor, Fredericksburg, Virg

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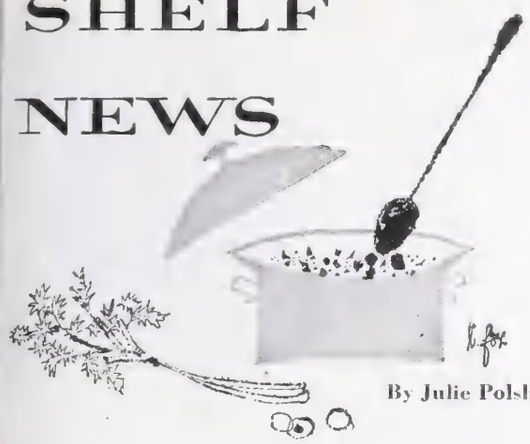
For shopping in Mexico— latest and most authentic infor tion is not to buy if you can't t it with you. What with complica border rulings and the attenc fees, even articles on which think you have prepaid everyth may be delayed, cost additio money, or even never arrive at

Old Lady Liberty

Lest familiarity breed indif ence, do find time when next yo in New York, to take the child down to Battery Place and abo the special boat which dep hourly for Bedloe's Island—adu 75¢ round trip: children under 35¢—and a real close-up of Statue of Liberty. No photo possibly show them what a girl she really is: 10 stories and more by spiral staircase to head, and did you know that arm which holds that torch safely aloft measures at its larg a whole 12 feet in diameter? description can stir the same e tion as the actual view of N York's soaring skyline from pedestal balcony. And let youngsters see for themselves— no one may ever have told them that the broken shackles of tyran lie at her feet, and that the sc in her left hand is the Declarati of Independence.



PANTRY SHELF NEWS



By Julie Polshek

ning shall deter me from speak- y piece on Dickinson preserves jellies, especially since they nade in America, superlative. guaranteed to change your if you misguidedly believe no native preserve can com- with an import.

luscious variety which the inson people single out as a ialty-of-the-house is made from mountain blackberries. The grape-leafed Oregon berry considered one of the finest ties found here or abroad, has frously rich savor and spar- piquancy, and the natural r of the fruit is captured in the preserves and jelly. The insons attribute this achieve- to their home-kitchen preserv- methods, but I'd say that rec- and skill have a lot to do it.

ne strawberry preserve the kinsons produce is a master- e: Oregon's giant Marshall ies, renowned for their flavor, erved with perfection that s them plump and whole. An- r Dickinson variety worthy of ial mention is their spiced g-cherry preserve. All the va- es sell for 75¢ per 12-ounce If they're not available in your l fine-food shops, The Dickin- Company will be glad to service by mail. (Minimum 6 jars.) address is 321 West Fourth .. Portland 4, Oregon.

tant beef tea is the last food duct in the world you'd expect Romanoff Caviar Company. But ing turned their talents in this adoxical direction, they've de- oped a product of exceptional it. It's a powdered beef-extract pound, tangy and full-bodied lavor. It yields a delightful pick- drink, low-caloried and high in riment value. Makes beef stock usable for all kinds of soups. Or use it in powdered form as a flavoring agent in casserole dishes, meat loaf, snack spreads, gravies, or what you will.

The instant-dissolving powder is conveniently packed in foil envelopes providing the ready-measured quantity for making one cup of broth. A package of 12 costs 39¢ and can be found in virtually any grocery.

I can't seem to get away from food-sleuthing even when I'm vacationing. While sipping a glass of orange juice at the counter of a Florida roadhouse, my eye caught a jar labeled "Sucronet." Inquiry revealed that the content was a newly-developed coconut mix for use in milk shakes, frosteds, and blender drinks. The obliging proprietress whipped up a coconut milk shake for sampling. It makes a delectable drink. Add rum in desired quantity and the coconut milk shake becomes a Coconga, coming into vogue in Florida.

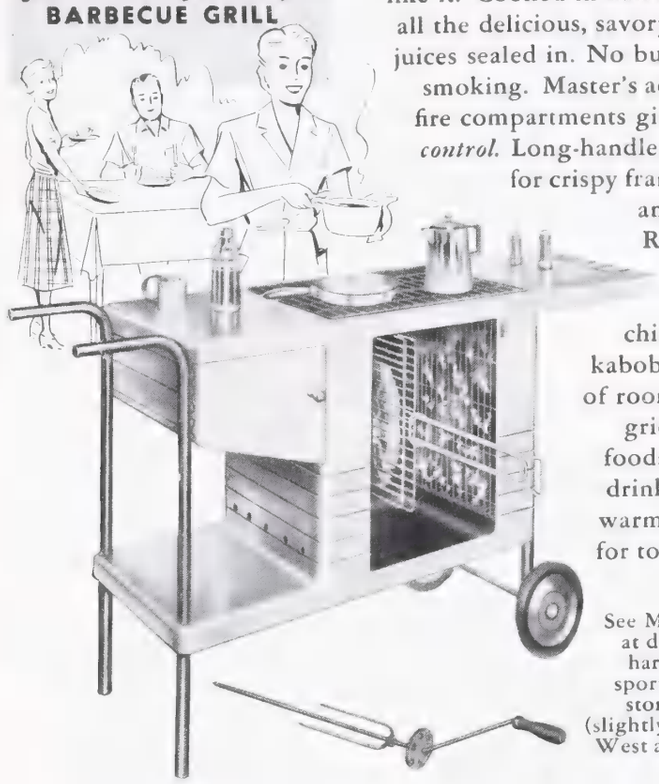
The granular coconut-sugar compound can also be used in dessert-making whenever a coconut flavoring is indicated. In this role, substitute the mix for part of the sugar called for in the recipe; about $\frac{1}{4}$ mix to $\frac{3}{4}$ of sugar, per cup requirement. Three 12-ounce jars of Sucronet can be had by mail for $2.40, from Palm View Place, Palmetto, Florida.

Found some other interesting Florida products at this same roadshop. One is Guava syrup, a guava product I didn't know existed. It has a delicious delicate flavor perfect for dressing waffles and pancakes. It's available at $1.45, postpaid, for two 12-ounce bottles. I discovered that guava is also available in marmalade form and that a mango but-

(Please turn the page)

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Rare, medium, well-done, as you like it. Cooked in half the time, all the delicious, savory natural juices sealed in. No burning or smoking. Master's adjustable fire compartments give *perfect control.* Long-handled broiler for crispy frankfurters and chops. Revolving spit for golden chicken and kabobs. Plenty of room on top grid for pan foods and hot drinks... large warming oven for toasty rolls.

See Model G-70 at department, hardware and sporting goods stores. $49.95 (slightly higher in West and South).

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PANTRY SHELF NEWS

CONTINUED FROM PRECEDING PAGE

ter exists. Both of these products can also be supplied by Palm View Place. The postpaid price in each case is $2.50 for three 1-pound jars. In the line of fresh fruit, the Farm's principal business, you might want to look into a unique and delicious one called Tangelo, which is a tangerine-grapefruit hybrid.

The uses of mint as a seasoning or freshening agent aren't as generally known as they deserve to be. But I think a new essence, Mintit by name, will do a lot to bring mint into wider use. With this essence, you have true mint-leaf flavor and aroma, in a controllable and highly concentrated form. For some purposes, this is more desirable than the fresh leaf itself. The essence is alcohol-free, so it retains initial flavoring strength in cooking.

A dash of Mintit per serving of a creamed vegetable soup does much to bring out the vegetable's flavor. A dash or two on a tossed salad seems to make the greens taste garden-fresh. Frozen vegetables profit, too, when similarly treated; and a drop of Mintit added to frozen orange juice gone flat gives it new-found freshness. I'll let you take over further exploring for yourself. You'll find it a flavor-booster in drinks, especially, rum or gin Collinses and other drinks in which these two spirits are used. Hope that in spending my thunder on the more unusual uses to which Mintit can be put, I haven't clouded its desirability as a flavoring for desserts, gelatin concoctions, icings, and ice-cream, etc.

If you don't find Mintit locally, you can order it from Rye Old Farms Company, Rye, New York. Costs 80¢ a bottle, postpaid.

The famous English mustard, Savora, made by Beckitt & Colman, is being imported once again. It's the first time store shelves have had the product since World War II. A superb blend of fine wine vinegar, mustard flour, sugar and rare spices, thickened to velvety texture with wheat flour, this unique creation certainly merits the high favor it holds among epicures who know it. The resulting savor is sharp but not blatant; the vinegar and spices lend their flavors as subtle undertones. A wonderful addition to a salad dressing or mayonnaise. A 7-ounce jar costs 50¢. You'll doubtless find it in your local fine-food shops.

THE CASE OF THE UNTOASTED HOSTESS



Once there was a lady who had charm, breeding, beauty and bank books. But she couldn't make a dent on the local smart set. Sure, she'd get to go to their parties. But her own shindigs drew less attendance than a G.A.R. reunion in Alaska. People stayed away in droves. Corseted women drove away in stays. The lady would wind up with a raft of refreshments, a carload of cocktails and no takers. One day, her butler got fed up with having nobody to buttle to. "Poddon me, Modom," he said, tapping on her lorgnette to get her eye, "but if yez would only stop sabotaging your cocktails, people would stop sabotaging your cocktail parties. Use Cinzano Vermouth, Modom, and do your liquor and your friends a favor!"

Vermouth can make or break a cocktail. Cinzano is the world's largest producer of vermouth. Expensive liquor deserves Cinzano. Less expensive liquor needs Cinzano. It takes Cinzano, the biggest, to give you the best.

SWEET FROM ITALY DRY FROM FRANCE

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Canada Dry Ginger Ale, Inc., New York, N. Y.

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WORK-SAVERS FOR GARDENERS



New Rototiller features easy con sion to its many auxiliary units. F reel-type power mower is ready to 25" swath, trims right up to e of lawn. Rototiller, Inc., Troy, N.



The "Little Giant Ken-Sprayall" lightweight, all-purpose sprayer u with standard Mason jar, has adj able nozzle, shoulder strap. Spray & Nozzles, Inc., St. Petersburg, F



"End-O-Weed," 2-4.D weed killer harmless to you and lawn grasses, is sure death to dandelion, plantain, a most lawn weeds. 8-oz. can treats 2,0 square feet. Swift & Co., Chicago,

PHOTOGRAPHS BY GOTTSCHO-SCHLEIS



"Drumcliff Shut-Off Valve" saves y hundreds of steps when moving sprin lers. Insert in hose just beyond pa of spray. Manufactured by Dru cliff Company, Towson, Marylan

IT'S WORTH MENTIONING

CONTINUED FROM PAGE 265



You can install this handsome tub enclosure on any recessed tub that extends wall-to-wall. Easily adjusted to tub's length and installed in less than an hour, using everyday tools. Tub surface and wall areas involved are left unharmed. Shower Maid Tub Enclosure furnishes a solid aluminum frame to assure rust-free service. Translucent plastic, sliding panels are shatterproof. $79.50, Hammacher Schlemmer, New York, N. Y.

new waterproof material, soft pliable as kid leather, is used hese long garden gloves. They your hands rugged protection out impairing your sense of h. Even heavy grime can be hed off the gloves with ease; reover, they're soil-resistant. -Touch Glamour Glove slips on off easily. So designed that its fits any hand. $1, Malcolm's, N. Charles, Baltimore, Md.





Fiber-glass under-hood insulation such as late-model autos have, is made available for any car by Ricar's easily affixed Insul-8-tor Blanket. Makes for cooler summer driving, faster engine starting in winter, and protects car's finish from engine heat. The fiber-glass, said to be the type used in jet planes, also gives you the benefit of its sound-absorbing properties. $2.29 with adhesive, Ricar Corp., 620 E. 180th St., New York.

is cotton-plissé blanket cover is art enough for daytime display. finished for reversible use of white-ground Provincial print the solid color of its opposite e. (Raspberry, forest green, ize, chartreuse, blue). Contrast--color ruffle gives a smart edge ent. Readily washed, needs no ning. Peerless P-S cover, 72" x ", $7.98; 72" x 90", $8.98, Tem- Co., 368 Broadway, New York.



OGRAPHS BY FRED LERNER



So little push is required to roll Toy-A-Way that a toddler can manage it. The ball-bearing, plastic wheels ride over carpeting and sills with ease. They have swivel action so can "turn on a dime." No harm done if the cart collides with furniture or walls; its edges are rubber-padded for such contingencies. Measures 16"x15"x18"; powerfully built of metal with rugged red finish. $7.95, Kalasteel Co., 338 Parsons, Kalamazoo, Mich.

(Please turn the page)





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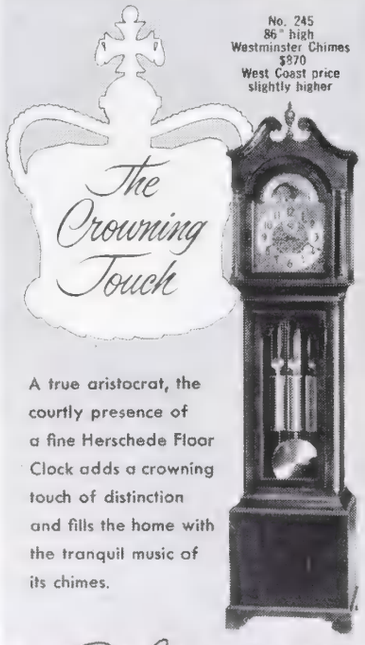
NIAGARA, Adamsville, Pa.

Please send free booklet and full details on Niagara as an aid to poor circulation.

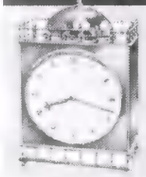
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The Herschede Hall Clock Co. Cincinnati 6, Ohio



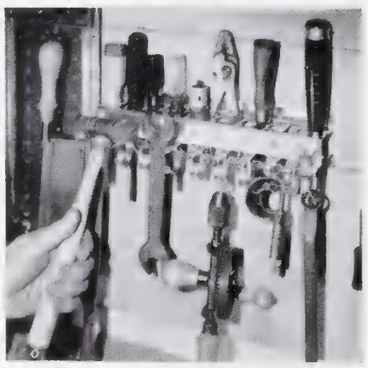
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IT'S WORTH MENTIONING

CONTINUED FROM PRECEDING PAGE



The assorted hanging devices nished by Larson's 3-Row T Holder accommodate all manne implements, and is as useful broom closets as in the worksl Top panel has 18 assorted cut-o to hold tools that can't be hu The lower rows furnish ten ho each, one a wide type with pl like grooving, the other a h round type. Sturdy metal r (36" long) is zinc-coated. $1 Patterson's, 15 Park Row, N. Y

Unlike many painting guides, this one prevents paint from creeping around its edge when you lift it to move on. Its edge hugs the surface being painted for accurate guidance, but the shield, as such, is raised ever-so-slightly by the design of its underside. The leg support that's part of the handle holds the guide firmly in place. A boon for window-frame and baseboard painting. With 5½" edge, 65¢; 9", 89¢. Thoss Co., North Manchester, Ind.

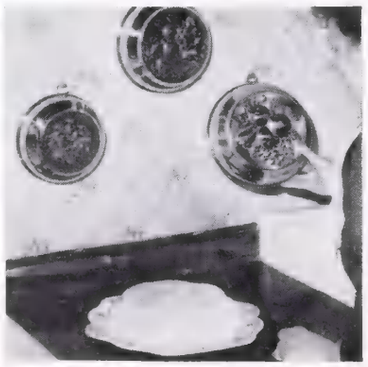




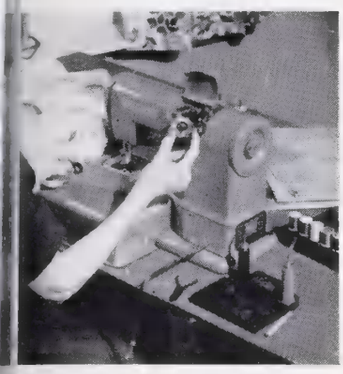
This invaluable device tests t sewing-machine's thread tensio and indicates the adjustment th need to correct faulty stitchi Miller's Adjust-A-Stitch is readi for use by simply fastening t sewing thread to the testing ar Instrument tests both upper a bobbin stitch on any make machine. An accurate, simple vice devoid of springs: its operati is wholly mechanical. $2. Mill Belt Co., Box 326, Peoria, Ill.

The usefulness of Du-All tray extends into many areas beyond the service rendered small-fry. You can attach it to any square-cornered table or chair-arm for T-V snacks, to free the game table of smoking and drink clutter. Equally useful outdoors, for solo kitchen service, desk-side office lunching. Roomy and well made of high-impact polystyrene that takes punishment. $3.95. Du-All Inc., 822A Commonwealth, Boston, Mass.





The designs furnished by the Swedish copper molds are amor the loveliest we've seen. Moreove their molding impressions are dee enough to give food the full benef of the design. Handsomely mad of heavy copper, an asset both di play-wise and functionally. Flora design Coppermould is 1-quart siz $4; 1½-quart fruit design, $5: quart, $6. Tin-lined. From Scan dinavia House, 1111 E. Post Ro White Plains, N. Y.



The unique features of Necchi's new Elna Transforma are too numerous to mention here. Suffice it to say, they result in exceptional sewing performance and conveniences galore. Machine also provides for future addition of an Elnagraph. The automatic device located in machine head affords infinite stitch-types for embroidering, buttonholes, affixing buttons. $110. Elna Transforma, $179. Necchi-Elna Co., 164 W. 25th St., N.Y.C.



ut time a successor to the old-ioned egg cup came along. very functional Sterling Egg er furnishes wells for parking boiled eggs and a bowl-size for emptying the eggs for ng. If you prefer to eat as scoop, you just leave the eggs he serving holders and work them there. Durable plastic, ly styled and molded. Gray reen. $1 for 4, H. C. Paulk, Kansas, Topeka, Kansas.



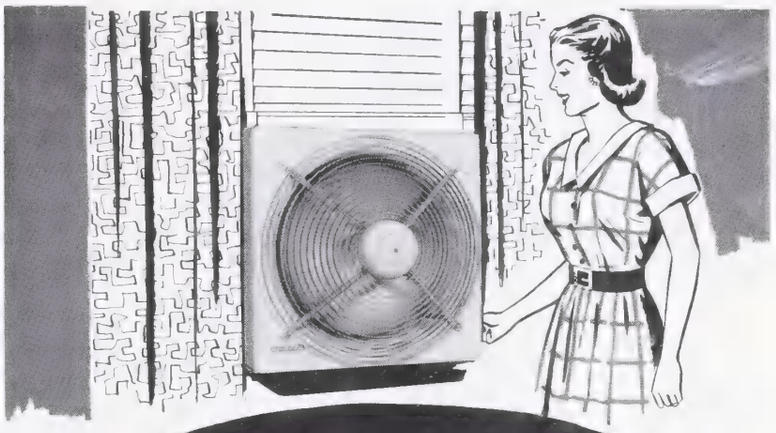
With Graber's traverse-action Wind-O-Wider extension rod, you needn't mar the wall to extend draperies beyond the window itself. Rod is firmly supported end to end by brackets you affix to window frame; extensions beyond have rubber-padded corners that rest on the wall. Noiseless traverse parts are of Nylon. Adjustable sizes available: 28″-48″, 48″-86″, 66″-120″, 84″-150″; $2.95, $3.95, $4.95, $5.95, Carson's, Chicago, Ill.

en the buttons sewed to the k of Window Wonder tier curs are threaded through their traverse action and self-pleat-result. Curtains are of textured tic with a fabric look. Spright-Newton pattern is designed to 36″ panel a border if short-d to 30″ or 27″. Strawberry, ow, gray, brown, or apple-n. Two panels with adjustable (23″-46″). $1.99, Schiller's, 8 S. Halsted St., Chicago, Ill.





This De-Moist air dryer is a boon in closed storage areas to prevent musty odors and, in humid climates, to prevent mildew and rust. It's odorless, doesn't drip, and lasts indefinitely. You oven-dry it right in the can. When it has absorbed capacity moisture and needs oven-drying, it displays a red signal. Eliminates guess-work appraisal of its de-humidifying status. Two for $2.35. Abraham & Straus, Brooklyn, N. Y.



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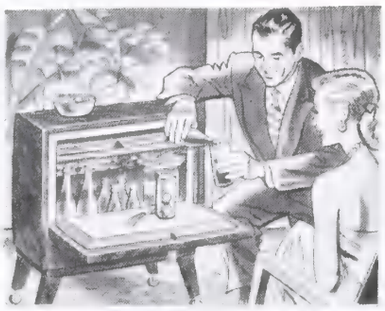
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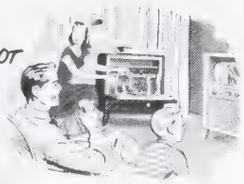


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GOOD AND BAD MODERN

CONTINUED FROM PAGE 266

Mies wanted the logs to burn directly on the floor itself. But why use the beautiful, travertine floor? It gets burned black and soon chips and you have to do something about it. Another thing: I have to watch that my guests don't light the fire when I'm not looking, or we'll have smoke everywhere. This 'beautiful' glass cage is so tightly built that you have to open the door in order to get enough air for the draft in the fireplace. In the winter you let in more cold air than you get warm air from the fire.

"In the summer the air gets very hot and stuffy. The only natural ventilation comes from both ends of the house—there is no ventilation from any of the sides, although they are completely glass. We need an air filtering system, but there is no longer room in the utility core. And when everything in the core is in operation, the noise is enormous. You hear the furnaces kicking on and off, the blower exhaust going, everything at work. The cost of heating is incredible. (Mies doesn't believe in thermopane or double glass.) I only occupy the house on week-ends and keep it at 55 degrees during the week, but it took 800 gallons of oil one month at close to 14 cents a gallon! I pay more for heating my week-end house than for my four-room apartment in Chicago.

"What else? I don't keep a garbage can under my sink. Do you know why? Because you can see the whole 'kitchen' from the road on the way in here and the can would spoil the appearance of the whole house. So I hide it in the closet farther down from the sink. Mies talks about 'free space,' but his space is very fixed. I can't even put a clothes hanger in my house without considering how it affects everything from the outside. Any arrangement of furniture becomes a major problem, because the house is transparent, like an X-ray."

Someone, somewhere in America, I suppose, had to bring the most extreme theories of the International Style into actuality for a close, hard look. It is eternally to Dr. Farnsworth's credit that by her action and by her honest conclusions, she has put such architecture to a human test. Her findings might be considered final.

There is certainly nothing wrong with people who want to lead a simple life and so are attrac to the slogan attributed to Mi "Less is more." But they sho bear this in mind: A bad hou however simple it looks on pa or in photos, is never a soluti because a bad house doesn't s plify life, *it complicates life.* dogma-ridden architect never fa up to the problems of his cli or of the situation. Consequen his houses must always be worked, repatched, readapt modified, made somehow liva if at all possible. Life becon anything but simple. It becon difficult, tedious, uncomforta and terribly expensive. You achi everything but the "peace a serenity" claimed by the arc tects and publicists of the Int national Style. Peace and seren may be had only in good hou designed beautifully to meet man problems.

"Consider the problems first all. The creative will grow out the problems. The solution w give you an originality that no ing else can. You must figure the details of what will work a still achieve design. That's gre ness. Design is not a surface qu ity. It's the ideal solution of given problem."

These profound remarks ca from a house-owner who pref remaining anonymous. He has j had built not only a good, but great, modern house that me all his requirements and achie beauty. He wanted me to ins his remarks in my report in t hope that young architects, s caught by the spell of stark, d matic modern, would read them

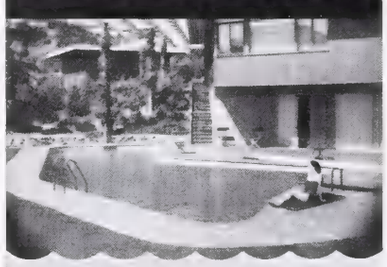
"Don't put glass where it mer looks good," he wanted me to t them. "It must work. Later, wh people live in your house, th make it work. So why not do right to begin with? My wife s the other day, 'This room needs baseboard. If I could use a ha mer, I'd make one.' Why should the architect have made one at t start?"

I have spent so much space a bad modern house, you might getting the impression that it is the majority. It is not. All o America there are all kinds, manners, of good modern hous wherever there is a triangular un of architect, client and situati More and more people are turni to contemporary architecture a contemporary solution to th housing problem. However, ma people still think that mode means starkness and bleakne because of the International St



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bles. Actually modern does ave to be stark. It can be very

example, take the Hanisches. live in a very fine modern designed by Henry Eggers House Beautiful, Sept. . Originally, they lived in a ional, gabled house. "The were horrible," Mrs. Hanisch s. "There was no joy of the ors." When she first thought ilding a house, she was at- d to the "cube idea," since it he "antithesis of what I had in, but I discovered in Mr. s' house something gentler, hing more beautiful and in- able." Her house has walls of but they have their privacy ed and they face on a private n or distant view. There are columns in the hall. The s are classically proportioned. is a patio-garden with a ngly floating, latticed roof. he house meets our family ," she says, "and we think it work of art, too.

shall never return to a tradi- l house again. Modern houses ou ease of living, large closet , rooms properly related to other, privacy from the out- world and from each other. give relaxation. I love the y of the trees, the skies, the tains, and they are now avail- to me without my going out ek them. It's really exciting ve the view from all sides. In horning I see the pink of sun- and in the evening the red of t."

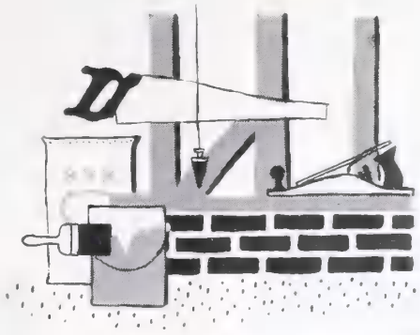
s. James G. Agee knew ex- what she wanted. She had ared an exhaustive notebook r requirements for Architects Anshen and Allen. "They satisfied them completely," she was pleased to say, "and they gave us a beautiful house. Our purpose was to make each member of the family as comfortable as possible and they did it!"

Anshen and Allen have been doing it ever since they built their first house, before the war, for Mr. and Mrs. Ralph K. Davies. Mrs. Davies had wanted French provincial. Her husband had wanted Tudor revival. They are now delighted with American modern. Changing lights and shadows filter through the trellises and the wall windows—the patterns they make, the excitement of their change, are a result of good architectural design. The Davies have beauty and tranquility, clean, modern forms and rich experiences.

Gardner Dailey is presenting his happy clients with modern elegance in grey and white. People ask Allen Siple for a house and he presents them a home, as comfortable as an old shoe, as polished as Cordovan leather, fifty years more modern than the International Style.

A man who had spent 40 years in North China practising medicine returned to the U.S. when the Communists took over. He wanted a house that would take without a jar his Chinese furniture and be simple enough for an old couple to maintain. So he had a modern, one-floor California ranch house built. He used big adobe bricks, like Chinese bricks, rough and hand-made. He used pine boards in the ceiling and left them undressed. Result: He has a modern house that fits his needs.

(*Please turn the page*)



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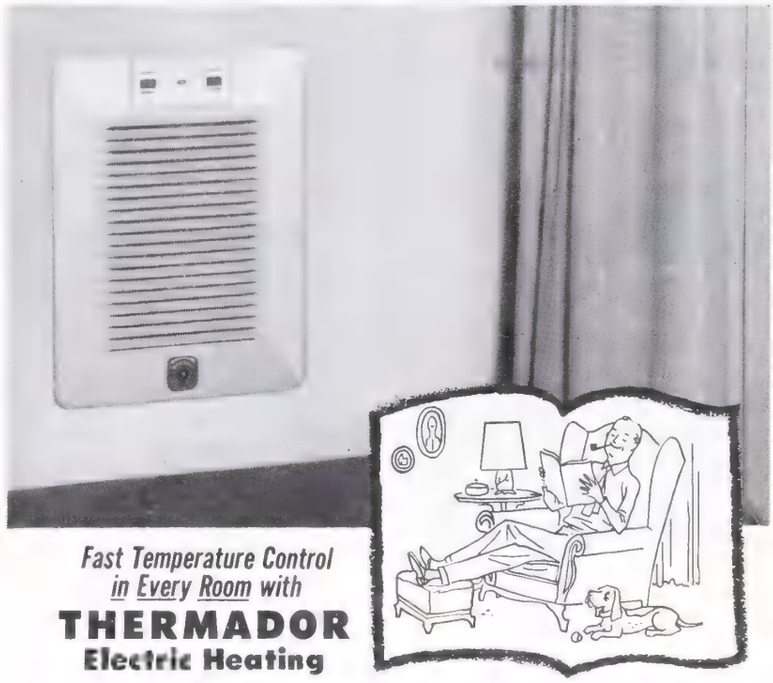
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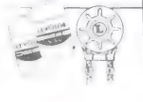


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GOOD AND BAD MODERN

CONTINUED FROM PRECEDING PAGE

More and more architects, motivated by a philosophy of the good life, are giving their clients modern houses that both shelter and enrich the life within. (See, for example, the article in this issue by Harwell Harris on page 157.) They are combining technical knowledge of today's mechanical aids with human understanding of people's needs. They are creating beautifully designed houses that solve, at the same time, problems posed by site, climate, budget and the special requirements of individual owners. You can see their houses rising almost organically from the soil like trees at home with the landscape.

BUT there are other houses sitting on the American landscape, like unhappy, unabsorbed D.P.'s—Displaced Pillboxes. They are beginning to rust away here as I saw them rusting away in Europe. How do their owners feel? Thoroughly disillusioned and hoping to sell them to some unsuspecting souls still taken in by the publicity efforts of the International Stylists.

One man, prominent in modern design and modern art, who lives in a house of this style, has become very bitter about the whole business. "Those architects," he said, "live in an enchanted forest of childhood." The roof of his house had sprung a leak, directly over his bed, because no provision had been made for carrying off rain water. "My architect wouldn't let me put in a gutter, because, he said, 'it would spoil the Mondrian scheme for the roof.' Finally I called a workman. The workman said, 'Is it your house or isn't it? Do you own it or don't you? Do you want to fix the leak or don't you?' 'Go ahead and fix it,' I said. I am no longer on speaking terms with my architect."

"The pity of it all is," this man said, "that some poor families get caught up with these people and spend their last savings trying to fix up an impossible house."

A disciple of the International Style has just designed a house that sits like a glass club room on the edge of a golf course. The green of one hole is about thirty yards away. The owners are currently trying to erect a jungle of bushes and trees between themselves, the green, and a neighboring house close by. "My wife," the husband reported, "doesn't like the golfers watching us eat." The architect should have taken o of their site problem from the ginning—as well as the problen the hot western sun shining dir ly into the living room, throug you guessed it—a wall of unsha glass.

There is a modern house in Francisco that straddles its like a cold, austere, Central E pean castle. At an enormous c its owner has achieved a muse One other *bad* modern house on the hot desert outside of P Springs like a German profes in a tight, blue serge suit an high stiff collar, while all aro people are dressed comforta and resting in the shade.

The International Stylists des abstract houses for abstract peo on abstract landscapes. With t rigid code of esthetics, they ap the same fixed forms whether t houses are in San Francisco, side Marseilles, Chicago, N Canaan or on the edge of a des

Why, then, are there clients bad, unlivable, modern houses

The reasons that occur to me the following:

1. They are misled by the m leaders of modern architect These myth-leaders are highly v (they monopolize the table of c tents of many art magazines) they are highly placed in so museums and institutions.

2. They want to build homes contemporary design, but they d know what architect to cho Often, although not always, t are motivated by snobbishness get sold on certain over-publici architects. They usually fail look into what these archite have actually built. They rarely ever, talk to people who live their houses. At the most they deceptive photographs, pictu taken from a flattering angle t lend a false glamour. Photos two-dimensional, one must alw remember, and life is three-dim sional. They read the high-sou ing statements of the Internatio Stylists and take them on face really name—value. The hou they get advertise their *av garde* "modernness." They h lots of publicity, but very lit livability. They pay heavily what they get. They are lu if they get what they pay for.

Why are certain American tellectuals, the highly placed highly vocal ones, so morbidly f cinated by the austere design the International Style?

I am not sure, but I sugg the following:



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They are in a sort of colder period of their flushed They are delightedly playing missars of Culture." They are ng people into the latest aton reason and common sense, nto a modern mysticism. They mortifying their flesh like eval flagellants as if in pen for a guilty conscience. No eems to know why they should oing such penance, but there are—and they exhort similar nce from others. "Less is !" they cry. "Give up all and w us!" Their austerity, far improving the soul, impoverthe spirit. They starve thems in the midst of American y. They make life so hard for an by scoffing at modern aids ier comfort, labor-savers for ime, that one might conclude en are the object of their at-

They have a code of esthetics, nvention of what is beauty, d on their tardy discovery of sm, a movement in painting al- four decades old. (This is issed in detail in last month's SE BEAUTIFUL.) More than years ago, Picasso went on to thing else, but they are still ng with blocks. Cubism, perly valid in its time, often sucul in its place, namely on twonsional canvas, appeals to like a totem-pole to Eskimos. content to leave Cubism on as, where it belongs, they have eed that three-dimensional life ld be housed in their twonsionally-conceived Cubist arcture.

EY have become the modern ademicians. They are as stiff hide-bound as the Victorians. r International Style is the ix Arts of the 20th Century. ern architecture if it would be tive or original must revolt nst their dictates or remain ver imprisoned in their forms. n for them no longer follows tion, but follows their rules eauty, regardless of function. y have a fixed, arbitrary design house whether or not it makes house unlivable. They design houses with no regard for plot, site or person. They have their opinions of what is beautiful and they impose them totally on anyone who wanders into their reach.

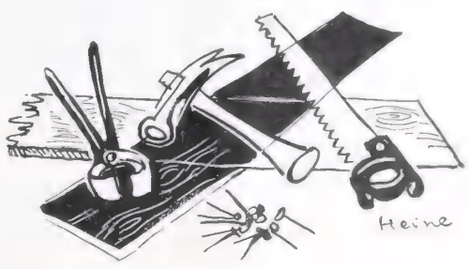
Twice the truth of all this has struck me: once in Marseilles when I looked over Le Corbusier's apartment house and recently when I visited Dr. Farnsworth's house near Chicago.

Outside Marseilles, in a huge field along the Mediterranean, Le Corbusier's *Unité d'Habitation* has reached some kind of conclusion. It was intended as low-cost housing for the Marseillais who lost their homes when the Nazis demolished the Vieux Port. It is a concrete, 17-story apartment house with its 330-odd apartments built like so many shoe-boxes. One model apartment had been opened for inspection when I was there. Of the fourteen Marseillais whom I interviewed, only one said he would like to live there. He hadn't seen it yet. The others said: There is no privacy for the master bedroom, which projects like an open box into the living room; there is no reason for crowding 1600 people into one building in the Marseilles area, where there is plenty of space.

LEADING opponent of Le Corbusier's *Unité d'Habitation* was a young journalist, Constant Vautravers, originally an enthusiastic follower of Le Corbusier, but now completely disenchanted by his work. "For the cost of every apartment in *l'Habitation Le Corbusier*," he has written in the Marseilles paper *Le Méridional*, "the government could have built two comfortable houses with windows on all sides, sunshine in the kitchen, light and air in the bathroom, and the privacy of one's own separate home."

These are the sensible conclusions of a Frenchman with the interest of his fellow townsmen at heart. They are the conclusions of anyone with common sense.

There can be no question of the outcome in the current battle between good and bad modern houses, so long as Americans retain *their* common sense.





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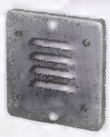
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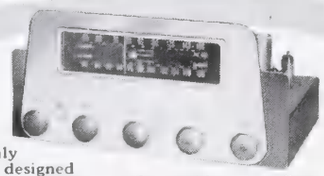




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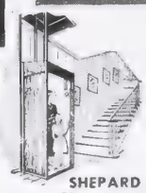
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THE EMPEROR'S NEW PALACE

(With a bow to Hans Christian Andersen and, of course, Danny Ka

By Joseph A. Barry

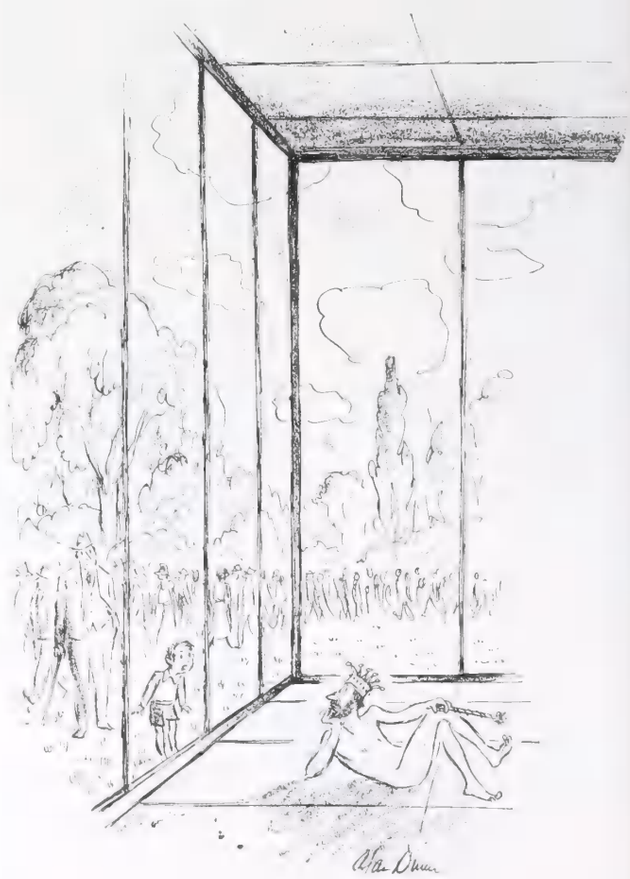
Not so long ago there was an Emperor who was so excessively fond of new clothes and the latest fashions that he spent all his money on them.

One day a trickster, who knew all about the Emperor's foibles, came to the Emperor and gave himself out to be an architect. To prove it he presented the Emperor with an article (written by himself) about a house (he had never quite completed.) Not only was he the greatest architect of the 20th, 19th, 18th, 17th, and so on. Centuries, the article said, but he also was a genius gifted with magical powers: he could turn empty space into empty form! And the houses he had (never) built had the peculiar quality of becoming invisible or nothing-at-all to anyone who not-very-up-to-date or impossdull.

"This man must be the nev of new architects," thought the peror. "He must build me the est of new palaces. Yes, I certa must order him to build me a palace." And he paid the trick a lot of money in advance, so he might begin to work at once.

The trickster started to worl once. Or, rather, he set some yo men (who now surrounded h to work.

After a while the Emp thought to himself, "I should to know how he is getting on my money." But the Emperor a little queer about going to see himself, so he sent his Prime M



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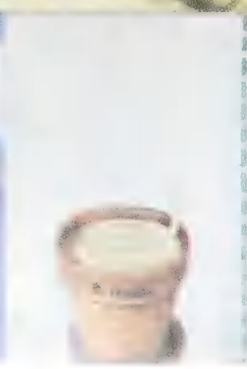
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WHAT DO YOU LEARN FROM THE FLOWER SHOWS?

CONTINUED FROM PAGE 279

TWO PHOTOGRAPHS AT CALIFORNIA SPRING GARDEN SHOW



PHOTOGRAPH BY PHILIP FEIN

Make your privacy screen look less forbidding. This is the handsome face turned toward the street; other side is equally pretty. Build fence yourself from short pieces of scrap lumber.

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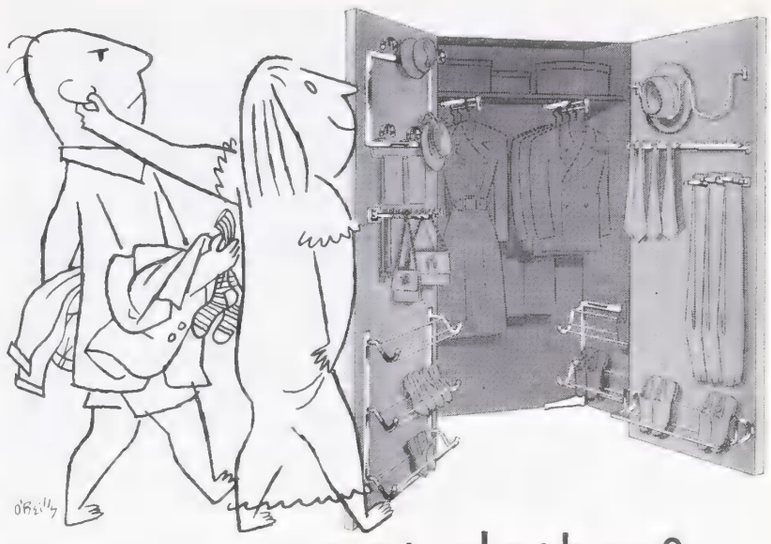
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TWO PHOTOGRAPHS BY MAYNARD PARKER



Ideal fieldstone garden wall has deep shadow lines, shows no mortar. Paving here is crushed brick. Ernest Wertheim, designer.

(Please turn the page)



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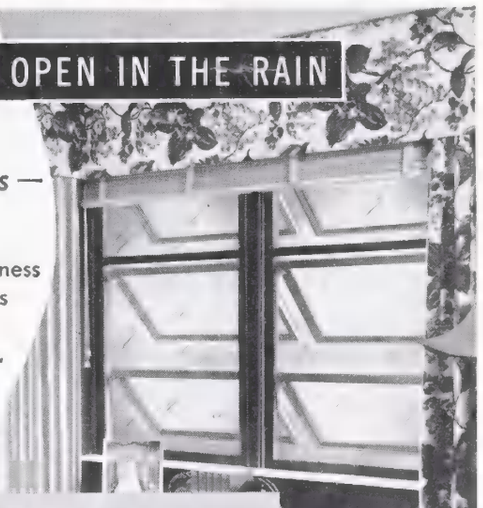
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- Inside Screens, interchangeable with Storm Sash.
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ROOTONE®

NOW CONTAINS A FUNGICIDE

TO CONTROL DAMPING-OFF

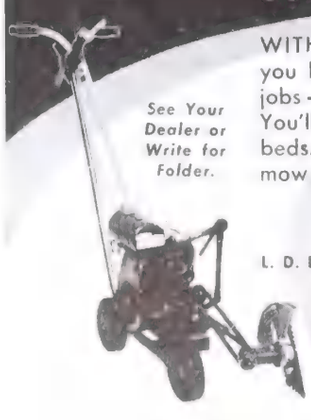
Now your old dependable Rootone will do *two* big jobs for you. You can root cuttings with this famous hormone powder that encourages root growth and results in healthier plants AND you can prevent soil-borne diseases, including "damping-off"—the principal enemy of cuttings. Rootone with fungicide is almost as indispensable to successful cuttings as soil itself. Get an ample supply today at your favorite garden-supply store.

¼-oz. packet 25c **2-oz. jar $1**

Chemicals ACP Processes **AMERICAN CHEMICAL PAINT CO.**
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Have you tried ACP Soil Conditioner, ACP Rose & Floral Dust, Gro-Stuf and Trimtone? Ask for them at your garden-supply store.

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WITH A KING 'O LAWN POWER EDGER you breeze right through those tough edging jobs — around trees, next to curbs and walks. You'll get razor-keen edges around flower beds. A one-minute adjustment and you can mow under fences or even weed.

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WHAT DO YOU LEARN FROM THE FLOWER SHOWS?

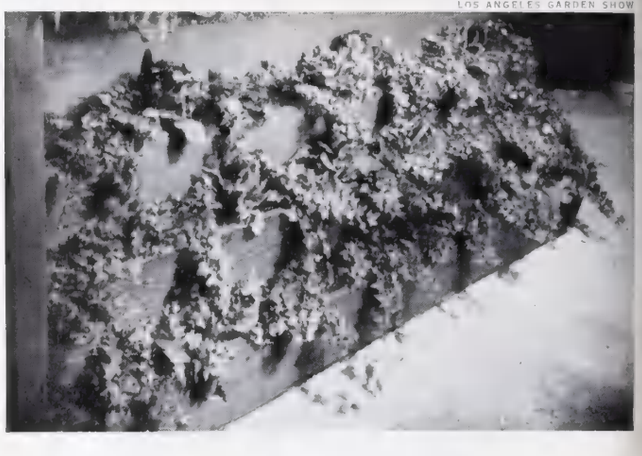
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THREE PHOTOGRAPHS AT CALIFORNIA GARDEN SHOW



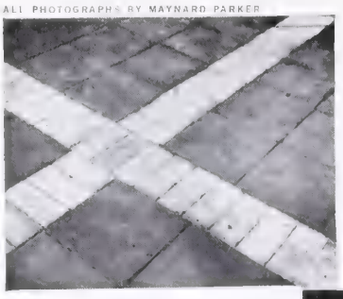
This showcase for flowers depends upon low brick foreground wall and plain fence behind to call attention to the floral display, here hydrangeas in pots. Jack Laflin, landscape architect.

LOS ANGELES GARDEN SHOW



Spilling ivy from three levels makes a necessary retaining wall an interesting part of the garden at low cost and with practically no later maintenance. Winsel & Gibbs, landscape architects.

ALL PHOTOGRAPHS BY MAYNARD PARKER



Contrast of brick against dark quarry tile converts routine tile terrace into pleasant geometry. Both materials laid on dry sand. Designed by Jack Laflin.



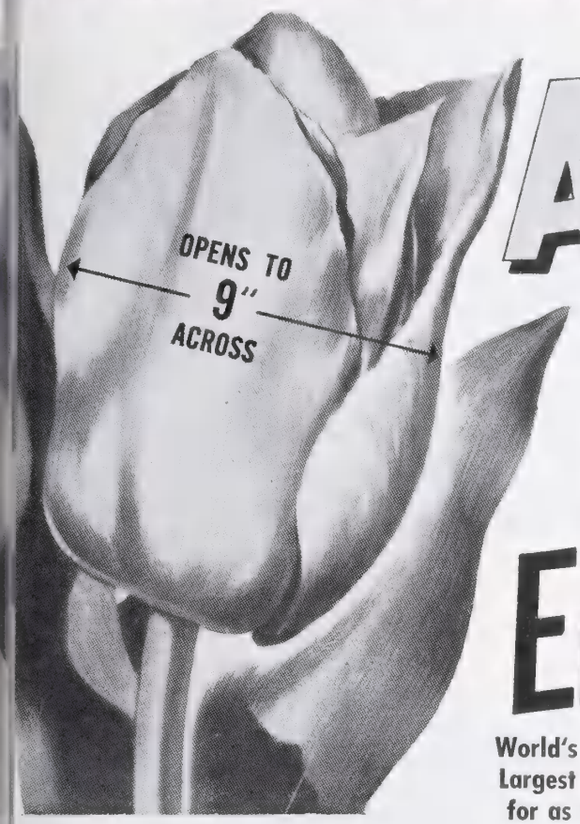
This friendly gate gets across point that you don't want trespassers, but doesn't shout "Keep out!" Added advantage: it lets in welcome summer breezes.

(*Please turn to page* 284)

ORDER BULBS NOW—PAY NEXT FALL

Save up to 38% on BRECK'S

ADVANCE SALE OF HOLLAND BULBS



RED EMPEROR

World's Earliest, Largest Tulip—for as little as **8½¢** EACH

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Nothing to pay 'til bulbs arrive from Holland next Fall. We'll notify you when ready. America's most important Bulb Sale brings you big, plump, top-quality bulbs, packed by the world's largest bulb-grower especially for Breck's. By reserving your bulbs now, you are guaranteed savings of 20% to 38% from regular prices, earliest possible shipment, complete satisfaction, protection against shortages. Reserve all you want at these reduced Advance Sale prices—but promptly. Sale ends July 31.

Just picture this giant, scarlet tulip bringing your garden to flaming life before the crocuses fade! Yes, the magnificent Red Emperor blooms before and with the daffodils and hyacinths—the *only* large tulip to flower so early. Immense blooms—up to 9 inches across—on sturdy 15-inch stems. The color is truly spectacular, a brilliant vermilion-scarlet that glows with a fluorescent effect in the sunshine. The large, streamlined petals open wide to display a bright yellow center with shining black border. A group of these early-blooming aristocrats presents a breathtaking sight—a real stoplight to passersby. Order 100 or more for mass effects and get these top-sized Holland bulbs for only 8½¢ each. Or order in smaller lots. **Order No. FB5.**

11 Bulbs $1. 22 Bulbs $1.98 100 Bulbs $8.50

Choice, Easy-to-Grow

DAFFODILS



FB323 Breck's Red-Cupped Mixture
Assorted, newer daffodils, all with brilliant red cups. Provide exciting new color and graceful charm in sun or shade.
12 Bulbs for $1.00
24 Bulbs $1.98 100 Bulbs $7.89

FB321 Giant Trumpet Mixture
Largest, most beautiful Trumpet Daffodils available. Colors range from white and cream through all yellow shades, including popular bicolors. **12 Bulbs $1.00**
24 Bulbs $1.98 100 Bulbs $7.89

FB348 Mrs. R. O. Backhouse Pink
Famous as first "Pink Daffodil" at several dollars per bulb and still Queen of the Pinks. Graceful, apricot-pink trumpet, changing to shell-pink, with the delicacy of a rare orchid. **6 Bulbs $1.00**
12 Bulbs $1.98 50 Bulbs $7.89

MAY-FLOWERING TULIP COLLECTIONS AT BIG SAVINGS

FB26 3 each of five prized Tulips in balanced colors, unlabeled. **15 Bulbs $1.00**
2 Collections (30 Bulbs) $1.98

FB27 10 each of the same five Tulips, SEPARATELY LABELED. **50 Bulbs $3.25**
2 Collections (100 Bulbs) $6.35

FB280 May-Flowering Mixture
Stately, colorful Darwins; beautifully toned Breeders; gay, graceful Cottage Tulips. Glorious combination of colors. **15 Bulbs $1.00**
30 Bulbs $1.98 100 Bulbs $6.29

FB312 Extra Early Giant Tulips
Mixture of earliest really Giant Tulips, blooming with the daffodils. Huge, brilliantly colored, strong 26-inch stems. Replace the older varieties with these new beauties and double your Giant Tulip season. **15 Bulbs $1.00**
30 Bulbs $1.98 100 Bulbs $6.29

TULIPS THAT LOOK LIKE ORCHIDS!

FB249 Parrot Tulip Mixture
Fantastically fringed and curled petals give an orchid-like effect. Mixture includes Black Parrot: glistening ebony black and maroon; Fantasy: flame pink, shaded rose, touched with green; Orange Favorite: glowing orange, shaded yellow. Here's all the exotic brilliance of the colorful tropical birds. **15 Bulbs $1.00**
30 Bulbs $1.98 100 Bulbs $6.29

Fragrant Long-Lasting

HYACINTHS



FB549 Breck's Hyacinth Mixture
Exquisite fragrance and glorious color add long-lasting loveliness to Spring Gardens. For indoor planting, too. These large-size bulbs give huge blooms for years, with little care. **8 Bulbs $1.00**
16 Bulbs $1.98 100 Bulbs $10.65

FB596 Giant Scilla "Star of Holland"
One of the loveliest very early spring flowers. Produces several stems per bulb of vivid, indigo-blue blossoms. Spread rapidly to form solid carpet of bright blue.
35 Bulbs $1.00
100 Bulbs $2.65 200 Bulbs $4.95

(FB517) Giant Crocus Mixture
Showing through the late snows, the cheerful Crocus greets Spring with its gay, sparkling colors of gold, lilac, purple, white, striped effects. Will multiply and bloom for years. **30 Bulbs $1.00**
60 Bulbs $1.98 100 Bulbs $2.98

FREE "Bookkeeper's Bonus"



15 Blue Glories of the Snow

If you prefer to enclose full payment now, thus saving us bookkeeping expense, we will include FREE 15 Blue Glories of the Snow with your bulbs. These charming, sky-blue flowers bloom at Crocus time and give your garden a head-start on Spring. You get 15 Bulbs, free of cost, simply by including remittance with your order for Holland Bulbs at Breck's Advance Sale prices.

BRECK'S, 247 Breck Building, BOSTON 10, MASS.

Without any money in advance, please reserve for me the following Holland Bulbs at special Advance Sale prices. Notify me when ready for early fall planting. **RESERVE ALL YOU WANT**—If larger quantities than listed below, write order on separate paper.

TULIPS: *FB5 Red Emperor*
☐ 11 Bulbs $1. ☐ 22 Bulbs $1.98 ☐ 100 Bulbs $8.50

TULIPS: *May Flowering Collections*
FB26 Five Varieties, Unlabeled ☐ 15 BULBS $1 ☐ 30 BULBS $1.98
FB27 Same 5, separately labeled ☐ 50 BULBS $3.25 ☐ 100 BULBS $6.35

TULIPS: *FB280 May Flowering Mixture*
☐ 15 BULBS $1 ☐ 30 BULBS $1.98 ☐ 100 BULBS $6.29

TULIPS: *FB312 Early Giant Tulips*
☐ 15 BULBS $1 ☐ 30 BULBS $1.98 ☐ 100 BULBS $6.29

TULIPS: *FB249 Parrot Tulip Mixture*
☐ 15 BULBS $1 ☐ 30 BULBS $1.98 ☐ 100 BULBS $6.29

DAFFODILS: *FB323 Red-Cupped Mixture*
☐ 12 BULBS $1 ☐ 24 BULBS $1.98 ☐ 100 BULBS $7.89

DAFFODILS: *FB321 Giant Trumpet Mixture*
☐ 12 BULBS $1 ☐ 24 BULBS $1.98 ☐ 100 BULBS $7.89

DAFFODILS: *FB348 Mrs. R. O. Backhouse*
☐ 6 BULBS $1 ☐ 12 BULBS $1.98 ☐ 50 BULBS $7.89

HYACINTHS: *FB549 Hyacinth Mixture*
☐ 8 BULBS $1 ☐ 16 BULBS $1.98 ☐ 100 BULBS $10.65

GIANT SCILLA: *FB596 "Star of Holland"*
☐ 35 BULBS $1 ☐ 100 BULBS $2.65 ☐ 200 BULBS $4.95

CROCUS: *FB517 Giant Flowering Mixture*
☐ 30 BULBS $1 ☐ 60 BULBS $1.98 ☐ 100 BULBS $2.98

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☐ **FREE BONUS.** If you prefer, enclose payment now for bulbs ordered and we will include 15 Blue Glories of the Snow without extra charge. Am't. enclosed $.....

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BRECK'S

247 Breck Building
BOSTON 10, MASS.

LATEST NEWS ABOUT **SAVAGE** POWER MOWERS

★ Companion products of world-famous Savage firearms ★

Gunmaker Builds Super Mowers

The "gunsmith" precision and quality materials that go into Savage power mowers give you extra years of dependable, trouble-free operation with a minimum of servicing.

Savage gives you the features that mean the most in convenience, efficiency and economy:

PROTECTED CHAIN DRIVE for safety and long service.

GRASS GUARDS stop annoyance of grass winding around shaft.

EASY, POSITIVE ADJUSTMENT of cutting height.

FINGER-TIP CLUTCH AND SPEED CONTROLS on the handle.

FREE-FLOATING HANDLE cuts vibration, adjusts to person of any height, permits small space parking.

EXCLUSIVE "STA-TEMP" PROCESS keeps blades sharp and true.

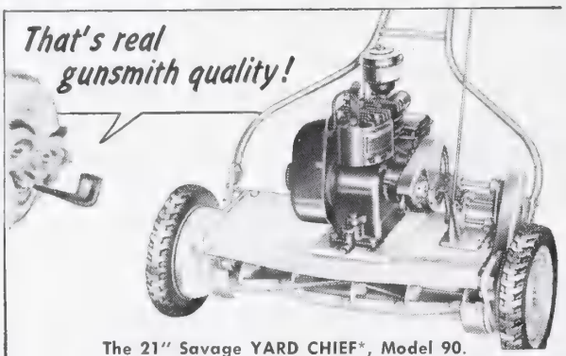
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Tips *on how to have a perfect lawn, plus details on Savage mowers are yours in an interesting, illustrated, free booklet. Write to Savage Arms Corporation, Lawn Mower Division, 93 Broadway, Chicopee Falls, Mass.*



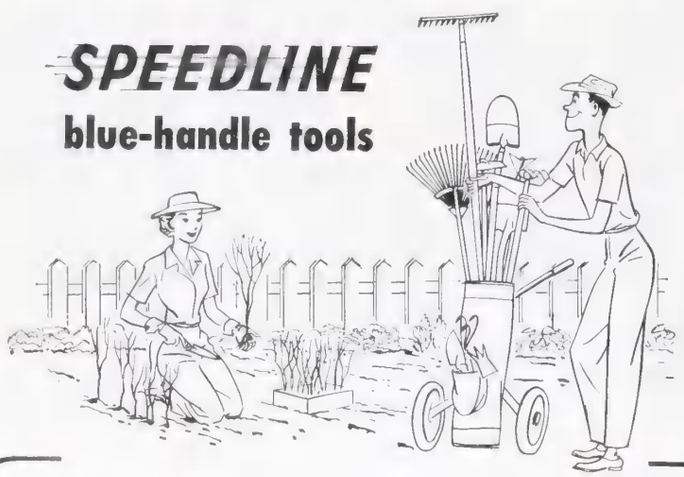


The 21" Savage YARD CHIEF*, Model 90. Also made in 18" Model 75, the Savage POWER CHIEF*.

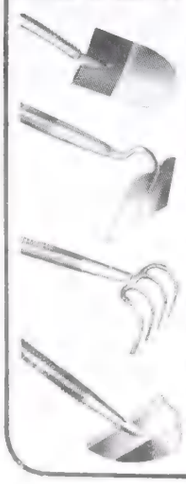
Other Savage mowers include the 20" rotary, Savage ROTOR CHIEF*, Model 81; Savage DYNA CHIEF reel-type, electric mower, Model 70; and 4 fine hand mowers.

*Reg. U. S. Pat. Off.

SPEEDLINE
blue-handle tools



Gardening made easy! **They're matched and balanced like a set of golf clubs. Just reach for the right light tool.**



Sized right! Transplanting shovel has strong 5¾" ■ 8" blade of forged, tempered steel, curved like a trowel. Satin smooth, weather-proofed blue handle of toughest ash.

Extra light! *SPEEDLINE* garden hoes, all sizes, are forge-tapered to a sharp, thin edge. Makes them extra light, extra sharp, unbreakably strong.

Sharp bite! Just pull this needle-pointed cultivator and it digs right in. Breaks up soil crust, kills weeds, works in fertilizer and soil conditioners.

Lovely sight—a neatly edged lawn! And there's no tool like this round-blade turf edger for clean, easy trimming. Won't break down your soil edges.

Light, strong tools for every gardening purpose. Look for the blue handle. It's *SPEEDLINE!*



A matched set of small tools Pick out your set at hardware, seed or department stores.



THE UNION FORK & HOE COMPANY, Columbus 15, Ohio

WHAT DO YOU LEARN FROM THE FLOWER SHOWS?

CONTINUED FROM PAGE 282

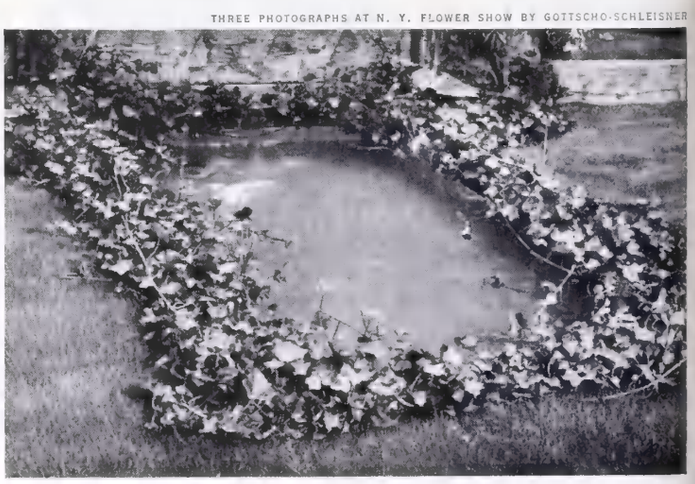


When path and steps meet at an angle you must warn people by a sizable planting and by using strong design lines that attract the eye. Note that stone at base of steps makes for quicker lawn mowing. Designed by Turner Brothers.



Prominent fence adds much to composition here. Tree is pruned high to allow sunlight to reach small rose garden beyond. Ivy covers ground at base of tree. Don Roehrs, landscape nurseryman.

THREE PHOTOGRAPHS AT N. Y. FLOWER SHOW BY GOTTSCHO-SCHLEISNER



Small, lead-lined garden pool is here surrounded by English ivy—good idea for the less formal garden. Shear the ivy occasionally to keep it within bounds. It would be easy to add a needle jet fountain (small tube with tiny hole in it).

TURNER BROS., LANDSCAPE NURSERYMEN



Small stones are satisfactory in steps only if capped with a single, path-wide stone for safe footing. It's usually better to have a larger paved area between top riser and grass beyond to avoid the hazard of tracking wet grass to steps.

THREE PHOTOGRAPHS AT N. Y. FLOWER SHOW BY GOTTSCHO-SCHLEISNER



Pools need something to define them and make mowing easier. Best installation is to have walls of pool butt up against lower side of a coping about one inch back of its edge so lip reflects in pool. Designed by Donald H. MacDonald.



Lily of the valley needs to be massed to make the most effective display. Buy strong plants (sold as "pips"), plant 4 inches apart, feed liberally, and in 2-3 years you will have a big flower show like this. Designed by Allen Dalsimer.

(*Please turn to page* 289)



Typical example of improved emergence in "friendly" soil, maintained by treating with Krilium soil conditioner.

Friendly Soil

MORE COMES UP

Krilium* means friendly soil—soil that *stays* loose, crumbly and porous—does not pack and crack even under repeated battering by sun and rain. Think what this means in your garden! Because soil treated with Krilium soil conditioner remains friendly, seeds germinate freely, roots have more "elbow room" in which to spread and grow, more seedlings find it easier to come up . . . In addition, gardeners get the benefits of better soil workability—increased water absorption—improved aeration—greater ease in cultivation—greater ease in weeding . . . Krilium is easy to apply. Just prepare soil as usual, then mix in Krilium according to simple directions. Its effect is instant and lasting—gardeners are saved hours and hours of backbreaking work.

Remember the new low prices on Krilium garden mixture—5-lb. now $4.95 . . . 1-lb. now $1.39. Other prices proportionately reduced.

MORE GROWS UP

Folium means food and drink to things that grow. It is Monsanto's new balanced plant food—ideal for lawns, flowers, shrubs, vegetables, small fruits, shade trees, house plants . . . Folium is a leaf-feeding liquid plant food that is equally effective applied to leaves or to roots. Will not burn tender leaf areas. In most cases, it is absorbed within 30 minutes after application . . . Dissolves quickly and thoroughly in plain water—makes clear solution that can be conveniently applied by sprinkling small areas or spraying (with siphon hose attachment) large areas. Very economical—5 pounds makes enough solution to feed an average lawn for an entire season . . . In 2-oz., 1-lb. and 5-lb. packages.

Get Krilium and Folium at your dealer's.

*Reg. U. S. Pat. Off.
Folium: Monsanto Trade-mark



Tomato plant at right was sprayed with standard Folium solution—both plants were of the same size and same age when test feeding began.

MONSANTO CHEMICAL COMPANY, Merchandising Division, 1700 South Second Street, St. Louis 4, Missouri.

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More COMES up with Krilium
More GROWS up with Folium



Famous
Sunbeam
HEDGE TRIMMER
• POWERFUL
• HIGH-SPEED
• LIGHT-WEIGHT
• EASY TO HANDLE

FASTER, EASIER WAY
to trim Hedges, Shrubs, Ornamental Trees . . . Cut Weeds, Grasses, etc.
Saves time, gives professional results without arm-aching drudgery. Simple to operate. Well-balanced design permits one-hand operation. No stooping or arm-tiring awkwardness when clipping sides or ends. Another famous labor saver by the makers of Sunbeam electric appliances and Sunbeam Rain King sprinklers.

So light, a woman can easily use it!

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Buy A
MASTERS
HOME LAWN DISTRIBUTOR

Model 40, 24" spread, 75 lbs. cap. Other models from 18" to 36" spread.

Buy the BEST, buy Masters, at hardware and seed stores
MASTERS PLANTER CO.
Benton Harbor, Mich.

REGULAR OR QUICK-DISSOLVING PLANT FOOD

CONTINUED FROM PAGE 186

owned in Washington County, Pennsylvania. They came out to Malabar to see for themselves. On their return home, they decided that they could do some, if not all, of the things that we have done here on our Ohio farm. When he took stock of his land, Cliff Snyder quickly found that the growth of sumac and cottonwood trees and even sweet clover was green and beautiful and obviously very healthy. The "soil" consisted of shale, rock, and clay brought up from 30 to 70 feet below the surface. What made the volunteer sumac, cottonwood, sweet clover, and berry bushes so healthy? Snyder asked himself. There was no organic matter and no topsoil. To answer this Snyder had an analysis made of the "soil" material and it showed insufficient amounts of nitrogen, phosphorus, and potassium to support anything like normal growth. Snyder remembered, however, what he had heard at the Friends of the Land Meeting in Pittsburgh about the tremendous importance of "trace elements" (minerals essential in minute amounts if plants are to grow). Closer examination and analysis revealed that the "soil" did contain substantial amounts of these trace elements. Later tests also revealed that while the amount of the major elements was nearly negligible, that which was present was in an *available form.*

AFTER consulting with several of us, Snyder concocted several trace mineral formulas for application on the worn-out farm land adjacent to these strip-mined fields in an effort to produce healthy plants on this land which had been robbed of most of its fertility. The results, which he obtained by adding trace minerals to the land, were little short of phenomenal. Almost worthless land was in one year converted into lush meadows and pastures.

I gave Snyder everything that I had learned about trace elements at Malabar and he went ahead with great vigor to assemble all the information that he could from the literature on trace elements. Some of his first formulas were injurious to the plants, but by constant study and consultation with the best agronomists, chemists, and soil scientists, and after hundreds of trial-and-error experiments, he finally came up with the trace-element formula for which we h all been asking. The appearan of crops at Sunnyhill Farm i proved and evidence of deficienc disappeared. Mineral, vitamin, a even protein content of crops we much higher than that of th neighbors' and, also, the averag in their community. Trace miner even improved the size and hea of their animals. It even made great difference in the miner and protein content of the milk, has been established by analy by the Battelle Institute.

While some agronomists d agree, more and more are becomi convinced of the tremendous i portance of trace minerals and co plete plant feeding.

As visitors came to Malabar a to Sunnyhill, many of them aske "It is all well and good to tre the soils of the farm the way y have, but what can I do for n garden and for my lawn?" A ca ful study of the problem soon ma it clear that it was just as feasib in fact more so, to make a comple fertilizer available to the amate gardener. It also became clear th with respect to gardens and law a small feeding of the necessa soil nutrients—probably 14 of the —was all the more important. Th next problem was how to spre such a feeding on a small gard or lawn at the rate of 100 poun to the acre or more. From exper mentation, it was concluded th what the home gardener needs a plant food which contains:

1. All major elements and tra elements essential to the healt of plants. (We would like to sa animals, too.)

2. All elements in a true balan so that the plant food is comple within itself.

3. Non-toxic ingredients.

4. Completely water soluble el ments, so concentrated that sma amounts fed regularly are absorbe through the leaves as well a through roots, and can be applie by a simple and accurate mean which permits uniform applicatio by the ordinary person and wit no danger of burning.

Getting 14 elements in one satis factory formulation presented major problem. Some 500 formula were tried by Snyder before a satis factory, compatible, truly wate soluble mix was found. Snyde next conceived a novel sprayer wit which 1,500 square feet of law or garden can be fed in five mi utes. He and his associates als perfected a flow mixer which i attached to three feet of hose fro the house water outlet. Any lengt

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Pat. Pending

Trim your lawn, and keep it *trim-looking* the easy way . . . with Trim Master, Jr. Do a neater, *faster* job with this amazing new AC-DC electrical trimmer and edger. It banishes the stoop-ache and hand cramp of the hand-trim way. See it today at your hardware or garden supply dealer.

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arden hose may be connected
he lawn sprinkler. A quick-dis-
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(from 100 square feet to
00 square feet) without re-
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perfect feeding of plant-food
ion to the roots of trees,
bs, and evergreens, but this is
her story.

verage plants and soils need
f-feeding once every two weeks.
takes time, of course, so many
ple will go right on using "reg-
" plant foods instead. But
results from leaf-feeding are
onderful: Don't deny yourself
od try.

heoretically, the correct ap-
ch to proper feeding would
analyze the soil and thus de-
line its deficiencies. Such a
edure, however, is very ex-
ive and in the case of the
e elements is often not accurate.
in, a soil test may show an
quate quantity of an element to
present, yet that element may
be available to the plants
are growing in it. Of course,
only the elements that the
t takes up and assimilates that
count. If you wait until the plant is well on its way to maturity to make analyses for specific mineral nutrient deficiency, it is often too late to correct such a deficiency. From the studies of Snyder and those we have conducted here at Malabar the one sure and inexpensive answer to the problem of feeding a plant is to provide it with a balanced formula of all of the mineral elements known to be essential and in as balanced a form as modern science knows how to do.

Applying this material in small regular feedings with an adequate supply of water applied at the same time takes the gamble out of gardening and lawn care. *It is truly a revolutionary step in home gardening.*

◥ ◥ ◥

As we go to press, the following quick-dissolving plant foods are among those available nationally:

Instant Vigoro
Folium
Ra-Pid-Gro
HyponeX
Gro-Stuf
Fertileze
Plant Marvel
Dupont Soluble
Hy-Gro
Gro-Plus
NaChurs

Books for Gardeners

A critical survey
of recently published plant literature

e Gardener's Avocation

f the making of books about
ngements there is no end. Out-
ding in the year's crop is Marie
ison Fort's *Flower Arrange-
ts for All Occasions* (Rinehart,
0), edited by Robert Sommer-
. Finer color reproduction
ld be hard to find, and the ar-
gements are worthy of it.

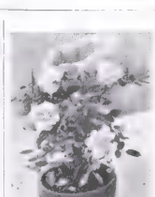
onstance Spry is no longer the
oclast she was when her cab-
e leaves combined with flowers
nished her spectators. The
ored illustrations in her two
l books, *Summer and Autumn
vers* and *Winter and Spring
vers* (Studio-Crowell, $5 each) will delight the most conventional builder of bouquets.

In England Julia Clements continues to pioneer with flower arranging. Designs in *Fun with Flowers* (Pearson, London, 12/6) seem more stiff and less inspired than in her earlier book, but the fundamentals are there for the beginner to absorb.

Amelia Leavitt Hill covers the country in *Arranging Flowers from the Roadside, Fields and Woods* (Studio-Crowell, $3.85). She tells what to pick, what to conserve, how to grow many kinds, and how to arrange them. The plant lists at the end, however, are not as re-

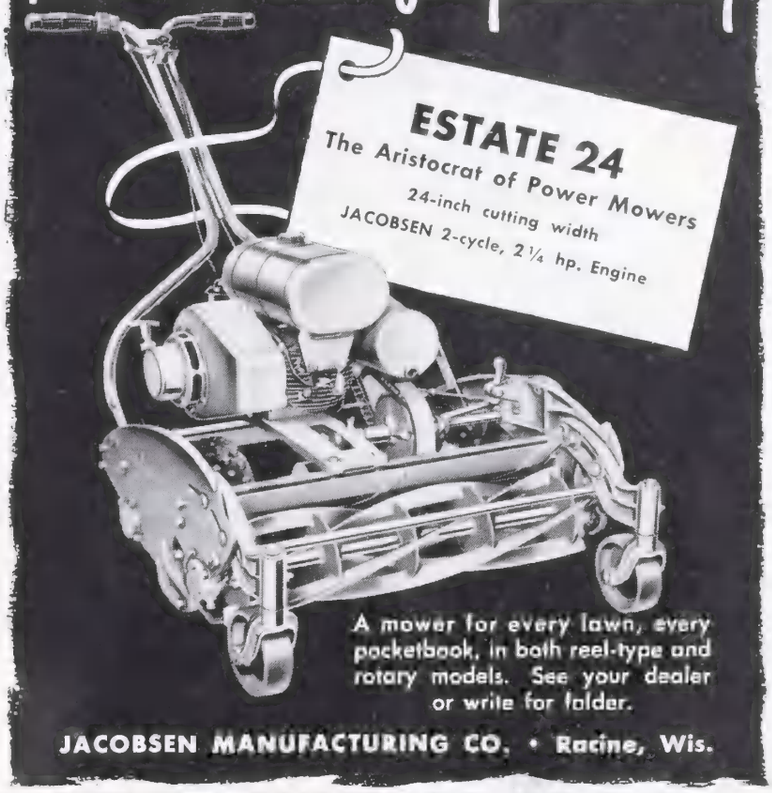
(*Please turn the page*)

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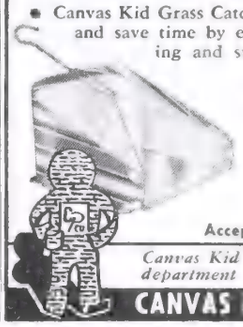
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■ Canvas Kid Grass Catchers gather in seed heads of weeds and crab grass.

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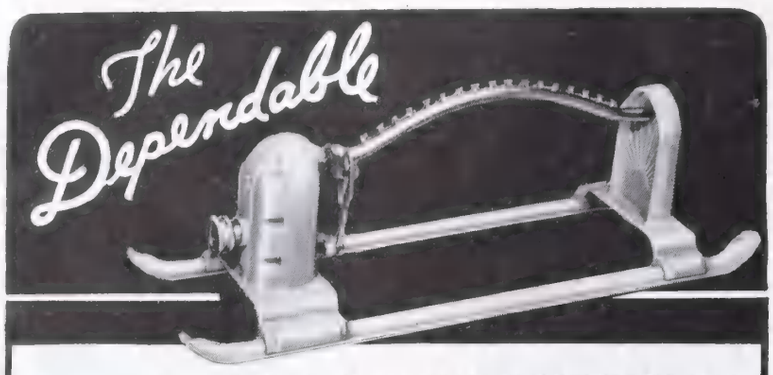
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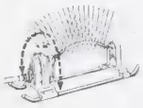


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BOOKS FOR GARDENERS

CONTINUED FROM PRECEDING PAGE

liably compiled as one would like to see them.

A flower arrangement doesn't "just happen." It is "put together according to a preconceived plan." Emilia Burke presents plans and the principles behind them in *Let's Arrange Roses* (McFarland, $3.75). Forty halftones illustrate her ideas.

The vogue for using dried materials has been building up. First came dried flowers, seedpots, and grasses. Ruth Gannon in *Winter Bouquets with Color* (Studio, $2.85) and Louise B. Fisher in *An Eighteenth-Century Garland* (Colonial Williamsburg, $4) dealt with those. Tatsuo Ishimoto opened another gateway with *The Art of Driftwood and Dried Arrangements* (Crown, $2.95). To these materials, shells, seeds, and skeletonized leaves now are added in Raye M. Underwood's *Complete Book of Dried Arrangements* (Barrows, $4.95). The making of trays, plaques, and paperweights is included.

Avalanche of Lilies

The New Book of Lilies, by Jan de Graaff. Barrows, New York, 1951. 176 pages. $3.50.

The Lily Yearbook of the North American Lily Society (No. 4) edited by George L. Slate, Geneva, N. Y., 1951. 127 pages. Free with membership ($3).

In introducing his own fine book on lilies, Jan de Graaff recommends that readers join the North American Lily Society, which puts out a useful volume annually. In contrast to the de Graaff book, which is a guide for the growing of lilies from bulb (or bulbil, bulblet, scale, or seed) to bloom, each Yearbook is made up of the experiences of lily-growers over a wide area.

Yearbook No. 4 opens with delightful account of a visit mad by Dr. G. H. M. Lawrence Cornell to Quarry Wood, wher England's famous grower, Walte Bentley, raises lilies with a heav mulch of chopped bracken fer The book contains contribution from other growers in Englan also in Japan, New Zealand, Ca ada, New England, the Atlantic an Pacific Coast states, the South, an the Midwest. Mr. de Graaff's ow contribution is an identifying lis of plants called lilies which are n true lilies.

This list is repeated in his ow book and is followed by extensiv tabulations of species of *Liliu* (true lilies), as to fragrance, man ner of rooting, preferred soil an location, and rate of growth. The follow the names of hybrids, an finally, a reference chart givin pertinent information on approxi mately 200 varieties and species.

In the main part of the bool Mr. de Graaff's directions for grow ing lilies are clear and sound. Hi stories of the origins of some o the new hybrids are dramaticall told. The sixteen pages showin hybrid lilies in full color are ex ceptionally fine reproductions.

A state that can boast of 1,00 kinds of native shrubs needs a book of its own. The University of Cali fornia Press at Berkeley has issue a welcome reprint of Howard W McMinn's *An Illustrated Manua of California Shrubs* ($6.50).

Magnificent paintings of colorful tropical blooms by Bernard an Harriet Pertchik are reproduced in *Flowering Trees of the Caribbean* (Rinehart, $10). The text, prepared (but not signed) by Paul Knapp is a delightful and truthful descrip tion of each tree. —C. H. W

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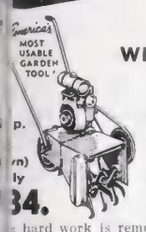
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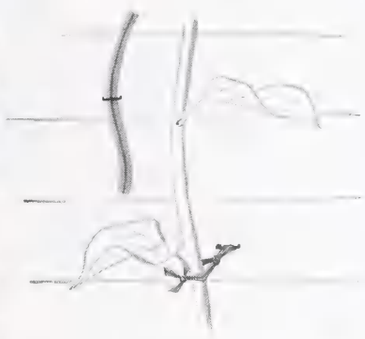


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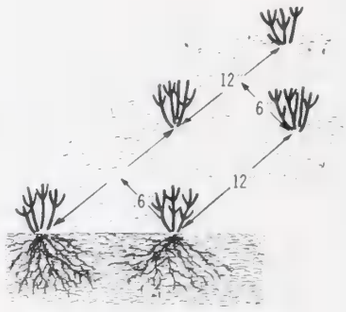
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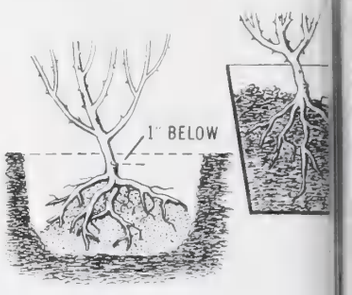
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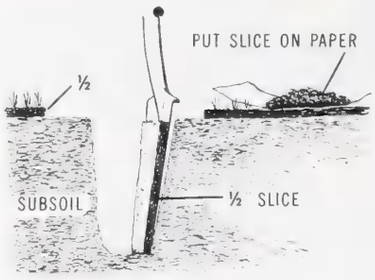
Timely Tips For Gardeners



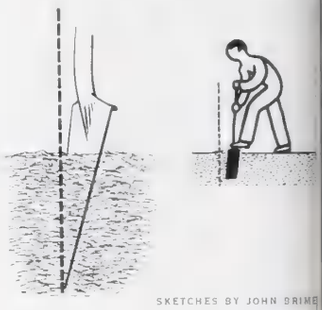
Instead of uniform spacing for a rows, have two rows close togethe then a wide space. Stagger plan as shown. Result is better mutu support against wind and rai

There's no agreement among experts on how deep to plant roses, but you'll never have trouble if you keep the "joint" an inch below surface. Spread roots over rich soil.





To get an accurate sample of yo soil for testing its acidity an nutrient content, proceed as show Take samples carefully from abou six typical parts of your garde



Spading the garden can be a back-breaking job unless you do it right. Keep the spade nearly vertical as it enters ground. Work with a rhythm: avoid back strain.

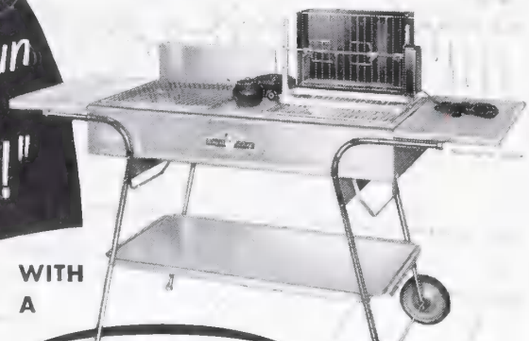
SKETCHES BY JOHN BRIM



Roll the lawn only *once*—and thi when soil is dry enough so empt roller presses away the air pocket that slow root growth. Many peopl roll lawns too early in spring

"it's gorgeous fun to cook outdoors!"

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RC-238



RC-27



RC-26



RC-22



RC-14

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In many areas it's safe now to bring started roses outdoors. These can be planted at once in your rose garden, or left in the tar paper pots and enjoyed as terrace plants (slip inside decorative pots or tubs).

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227 *Royal Netherland Fine Crystal
261 *Royal Worcester China
238 *Seneca Crystal
209 *Spode Dinnerware
125 Stieff Sterling
267 Steubenville Pottery
246 *Tiffin Glassmasters
5 Towle Sterling
190 Viking Glass
Inside Front Cover *Wallace Sterling
124 *Westmoreland Glass
256 *West Virginia Glass
257 *Frank M. Whiting Sterling

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50, 51 Boltaflex Nylonized Upholstery
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204, 205 Cavalier Metal Chairs
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36, 37 *Cushman Colonial Creations
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267 *Dur-Oak Dinettes
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192, 193 *Heritage-Henredon Furniture
11 *Heywood-Wakefield Furniture
49 Howell Blactone Dinette Furniture
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236 *Whitney Maple Furniture
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195 *Stiffel Lamps

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41 *Decor-Room Ensembles
54 Faribo Fluff-Loomed Blankets
202, 203 *Martex Towels
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10 Springfield Princess Reversible Blankets
187 *Wamsutta Supercale Sheets

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213 *Sealy Posturepedic Mattress
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272 *Bell Amplifier
271 *Bogen Electronics
241 *Everett Pianos
256 *Knabe Piano
22 Magnavox Television
28 *Musette Piano
124 *Wurlitzer Organ

SHADES, BLINDS, WALL COVERINGS

33 *Aluma-Kraft Awnings
271 *Birge Wallpaper
42 *Otis Awnings
75 Canvas Awning
276 *KoolVent Ventilated Aluminum Awnings
272 *Levolor Custom Venetians
257 *Rolla-Head Venetian Blinds
265 *Wall Trends Inc.
201 *Warner Wallpaper

MISCELLANEOUS FURNISHINGS

281 *K-Veniences
294 Ronson Table Lighter
192 Will & Baumer Vassar Candles

Housekeeping Equipment

MAJOR & SMALL APPLIANCES

119 *American Kitchens Roto-Tray Dishwasher
32 G-E Disposall
258 *Gerity-Michigan Corp.
229 *Hamilton Clothes Dryer
279 *In-Sink-Erator Food Waste Disposer
219 *KitchenAid Home Dishwashers
211 *Lewyt Vacuum Cleaner
266 *National Food Waste Disposer
245 *Pak-A-Way Home Freezer
17 *Regina Electriklbroom
270 Servel Wonderbar
126 Toastmaster Toaster
47 Westinghouse Dehumidifier
240 *Youngstown Kitchens Jet-Tower Dishwasher

UTENSILS

247 *Dazey Ice Crushers
262 Lux Minute Minder
272 Pacific Viking Corp.
261 Wear-Ever Aluminum Cooking Utensils

MISCELLANEOUS SUPPLIES

251 *Autoyre Fairfield Accessories
238 Cook-N-Kettle
280 *General Chrome
263 Master Barbecue Grill
277 Milcor Barbecue Grill
292 *Royal Chef Barbecue Grill

Building

ELEVATORS

274 *Shepard Homelight & Escalift

HEATING, VENTILATING & AIR CONDITIONING

53 *American-Standard Air Conditioning
243 *Berns Mfg. Corp.
29 *Carrier Weathermaker
252 *Chrysler Airtemp Air Conditioning
255 *G-E Year-Round Air Conditioning
269 *Hunter Window Fan
221 *Ilg Electric Fans
237 *Mueller Climatrol
276 Republic Radiant Gas Heater
55 *Servel All-Year Air Conditioner
271 *Thermador Electric Heating
273 *Trade Winds Clipper Ventilator
226 *Trane Baseboard Convector
280 *Webster Baseboard Heating
279 *Winkler Automatic Heating

PAINTS

269 *Cabot's Gloss Collopakes
280 *Luminall Paints
223 *Martin-Senour Paints
238 *Ramuc Enamel for Pools

PLUMBING

253 *Church Seats
212 *Eljer Plumbing
233 *Elkay Lustertone Sinks
263 *Fiat Packaged Showers
120 *Universal-Rundle Bathroom Fixtures

WINDOWS & DOORS

222 *Casement Win-Dor Jalousies
266 *Cinco-Thermoseal Combination Screen & Storm Sash
232 *Chameo Combination Storm Windows
275 *Fleetlite Aluminum Windows
281 *Gate City Wood Awning Windows
241 *Wisco Aluminum Combination Screens and Storm Windows

WOODWORK

197 *Bruce Hardwood Floors
200 *National Oak Flooring Manufacturers' Assn.

MISCELLANEOUS BUILDING

249 *American Dua-Laps Double Course Shingles
24 *Ceratile
253 *Church Plastic Wall Tile
279 *Cutler-Hammer Multi-Breaker
266 *Hollywood Wonder Action Attic Stair
270 *Landon, Inc.
273 *Mississippi Patterned Glass
275 *J. W. Mortell Co.
231 National Lockset
274 *Paddock Pools
191 *Schlage Locks
247 *Shakertown Sidewalls
196 *Zonolite Plaster

Gardening

FENCES, GREENHOUSES, TOOLS & GARDEN ACCESSORIES

286, 291 Allenco Sprayer
282 *Anchor Fence
283 Avon Sprinkler
287 Canvas Product Co.
290 *Dubois Fence
289 Excello Power Mower
291 Goodyear Garden Hose
288 *Habitant Fence
291 *Hedgemaster
287 *Jacobsen Power Mower
282 *King-O-Lawn Power Edger
286 Masters Home Lawn Distributor
277 Milcor Pick Up Cart & Tool Rack
292 Never-Stain Aluminum Chain Link Fencing
288 *Parker Lawn Sweeper
291 *Roto Hoe Garden Tools
287 *Rustlcraft Fence
284 *Savage Power Mowers
290 *Smith Sprayer
284 Speedline Blue Handle Tools
286 *Sunbeam Hedge Trimmer
286 *Trim Master Jr.

FERTILIZERS & INSECTICIDES

291 End-O-Pest
299 Green Gold Verified Soil Conditioner
288 Hyponex Plant Food
285 Krilium Soil Conditioner
289 Nutritional Concentrates, Inc.
282 Rootone
273 Vigoro

SEEDS, BULBS, NURSERIES

283 Breck's
88 Colorado Carnations
287 *John Thumb
287 *Russell Gardens

TREE EXPERTS

46 *Davey Tree Expert

Automotive

129 Chevrolet
99 Chrysler Motor Cars

Entertainment, Sporting Goods & Toys

234 Golde Mfg. Company

Foods & Beverages

264 Cinzano Vermouth
207 Cointreau
235 *Cresta Blanca California Sauvignon Blanc
Inside Back Cover Miller High Life Beer
264 *Spice Islands Co.

Stationery & Cards

20 Crane's Fine Papers
189 Eaton's Fine Letter Papers

Travel

235 Canadian Pacific
234 *La Province of Quebec

Miscellaneous

280 Autotray Co., Inc.
247 Ideal California Garden Pool
280 *Lowe's
268 *Niagara
208 Nor-Gee Jumbo Mailbox

Department, Furniture, Jewelry & Specialty Stores

126 B. Altman & Co.
105 *Antique Iron Craftsmen
70 I. Berle
103 *Biggs Antique Co.
71 *Black & Co., Inc.
125 *Cannell & Chaffin
117 Cartier
61 *Colten's
111 J. F. Day
69 Godell's
85 Julius Goodman & Son
127 *Georg Jensen
44, 45 Mutual Buying Syndicate, Inc.
102 Ovington's
101 Saladmaster Sales, Inc.
104 Spear Engineering Co.
59 *Special Products Co.
107 Yardstick



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PHOTOGRAPH BY MAYNARD PARKER



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Benches, wrought iron chair, left planter—Waldron

Yellow chair Knoll Associates

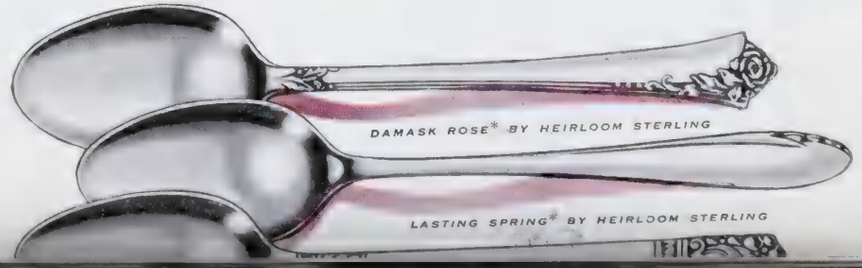
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HIGH LIFE
The Champagne of Bottle Beer

Photography—Leslie Gill



Informal wedding supper: little satin slippers poised in lilies of the valley. The rich, lustrous silver—Stanton Hall* by Heirloom Sterling.

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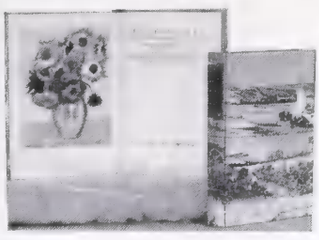
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Quadrimestrial = EVERY FOURTH MONTH; *bonus* = FREE *to members of The Heritage Club*

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This house needed two heating zones

This view of the eastern exposure of the Khuon home highlights the "rambler" characteristic of the house. Contrasting exposure problems of northern and southern halves of the home definitely called for two separate heating zones.

HONEYWELL | ZONE | CONTROL | PROVIDES

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In many modern homes, one thermostat simply isn't enough



The home of Doctor and Mrs. Robert E. Khuon in Clifton, Cincinnati, Ohio, is a fine example of the modern, one-story house that's very much the trend in American home design.

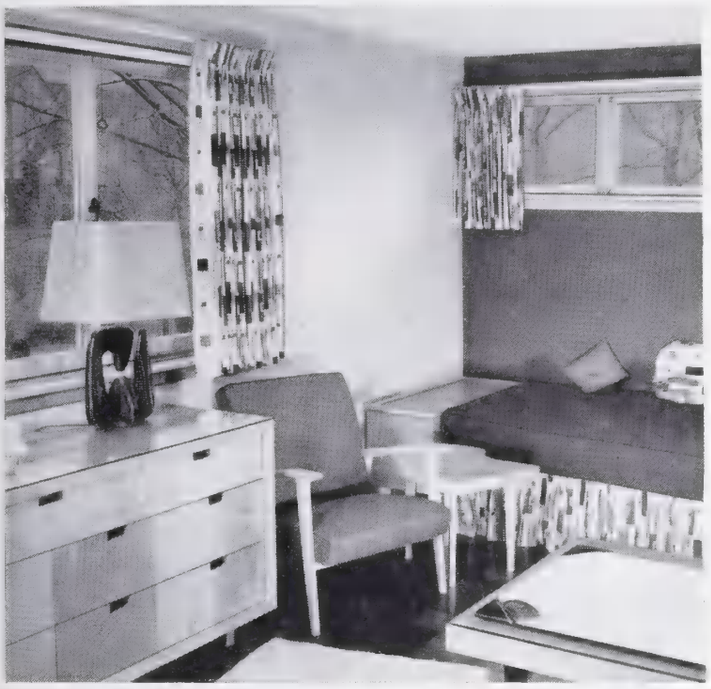
And it's a fine example, too, of the reasons why in the modern home a single thermostat just won't do. Not if you want to enjoy truly modern comfort. And this is as true of the small house as of the large rambler.

As Robert Brainerd Schildknecht, the Khuons' architect, puts it, "We felt Honeywell Zone Control was a necessity in the home to provide the kind of comfort the Khuons wanted."

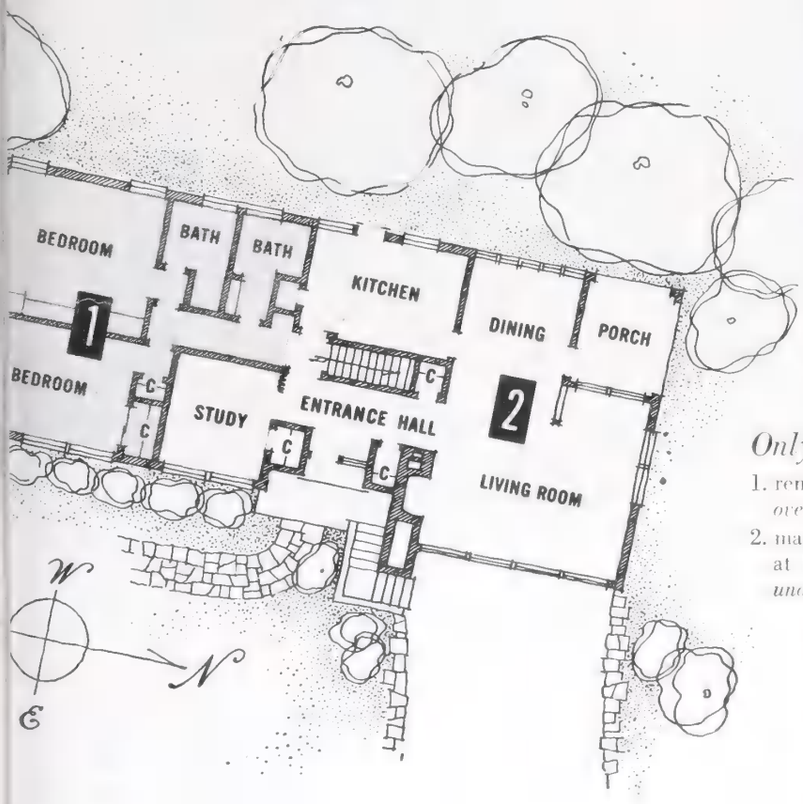
So two separate thermostat systems were installed. One controls comfort in Zone 1—the bedroom and bath area. The other provides comfortable, even warmth in Zone 2—the living, dining, study and kitchen areas.

And today, no matter what the winter weather, the Khuons and their guests enjoy the right degree of warmth—in all parts of the house.

So why don't you—whether your house is large or small, modern or traditional—ask your architect or heating engineer about Honeywell Zone Control? When you have it installed, you, too, will enjoy ideal "indoor climate" all winter long—in any weather.

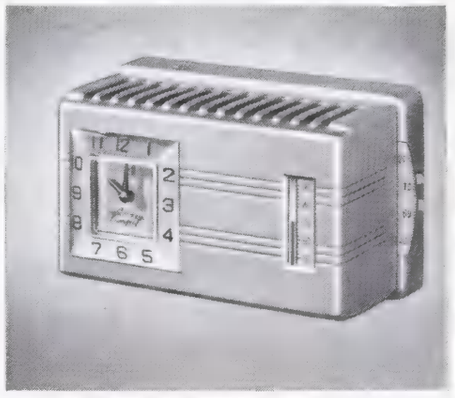


An individual thermostat in the sleeping area which faces south (heating zone 1) compensates for solar radiation on bright winter days. And it helps keep bedrooms cool at night—and during parts of the day when the bedrooms are not in use. This cuts fuel consumption considerably—without impairing comfort in the rest of the house.





A separate thermostat system in the living-dining area which faces north (heating zone 2) easily meets heat demands in blustery "norther" weather—without making the rest of the house uncomfortably hot. And Honeywell Zone Control as easily compensates for heat lost through the large glass area and for extra heat from the fireplace.



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Only with Zone Control can you

1. remove wintertime chill from rooms with large glass areas — *without overheating* the rest of your house.
2. maintain special areas of your home (bedrooms are a good example) at low, fuel-saving temperatures when they're not in use — *without underheating* living areas.

Send for our FREE booklet, "Enjoy A New Concept of Living Comfort in Your Home." It tells why Zone Control is needed in homes with picture windows, fireplaces, rambler construction and other characteristics of the modern home.

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Gentlemen: Please send me your free Honeywell Zone Control Booklet, "Enjoy a New Concept of Living Comfort in Your Home."

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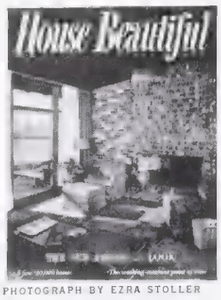
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PHOTOGRAPH BY EZRA STOLLER

Forecasting this issue's discussion of the New American Look in living, the cover shows the living room of Mr. and Mrs. Richard Titelman. Their whole house, pages 108-113, has the new quality our technology and view of life make possible.

House Beautiful

VOL. 95 NO. 6

THE MAGAZINE DEDICATED TO THE BUSINESS OF BETTER LIVING

JUNE 1953

BUILDING AND ARCHITECTURE

A House With The New American Look in Living **108-113**
The House With an Interior **128-130**
This House Has a New Sense of Shelter **130-135**
A House for the Family With $7,000 a Year **136-139**
A Beach House for Year-Round Living **144-147**

DECORATING

The New American Look **101**
The New American Look in Living **102-103**
You Asked for It!—And Now You Have It! **104-107**
A House With the New American Look in Living **108-113**
Decorating "Separates"—One Reason There's a New Look in Living **118-123**
The New Way of Easy Elegance **124-125**
How to Make Every Corner Count **126-127**
The House With an Interior **128-130**
This House Has a New Sense of Shelter **130-135**
A House for the Family With $7,000 a Year **136-139**
A Beach House for Year-Round Living **144-147**
Decorator's Diary **86**
Use a Strong Pattern and Great Restraint **19**

FOOD AND THE ARTS OF GOOD LIVING

You Are Richer—and Freer—Than You Think **114-117**
Forty Easy Recipes for Famous Epicurean Dishes **117**
The New Way of Easy Elegance **124-125**
Pantry Shelf News **90**

GARDENING

Key to the New American Look in the Garden—the Living Terrace **140-141**
Iris—the New Look in an Old Favorite **142-143**
Work-Savers for Gardeners **221**
Books for Gardeners **222**

HOUSEKEEPING AND MAINTENANCE

The Washing Machine Point of View **148-153**
How to Shop for Air Conditioning **154**
It's Worth Mentioning **80-82**
Take It Easy, Lady! **202-203**

TRAVEL

How to Leave Home and Like It **96**

OTHER FEATURES

How Modern Is "Modern Music"? **20**
Public Opinion On: "The Threat to the Next America" **28-29**
Window Shopping **32-76**
See for Yourself **84**

ADVERTISING INDEX ***227***

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THE SPONGE RUBBER PRODUCTS COMPANY

611 DERBY PLACE, SHELTON, CONNECTICUT

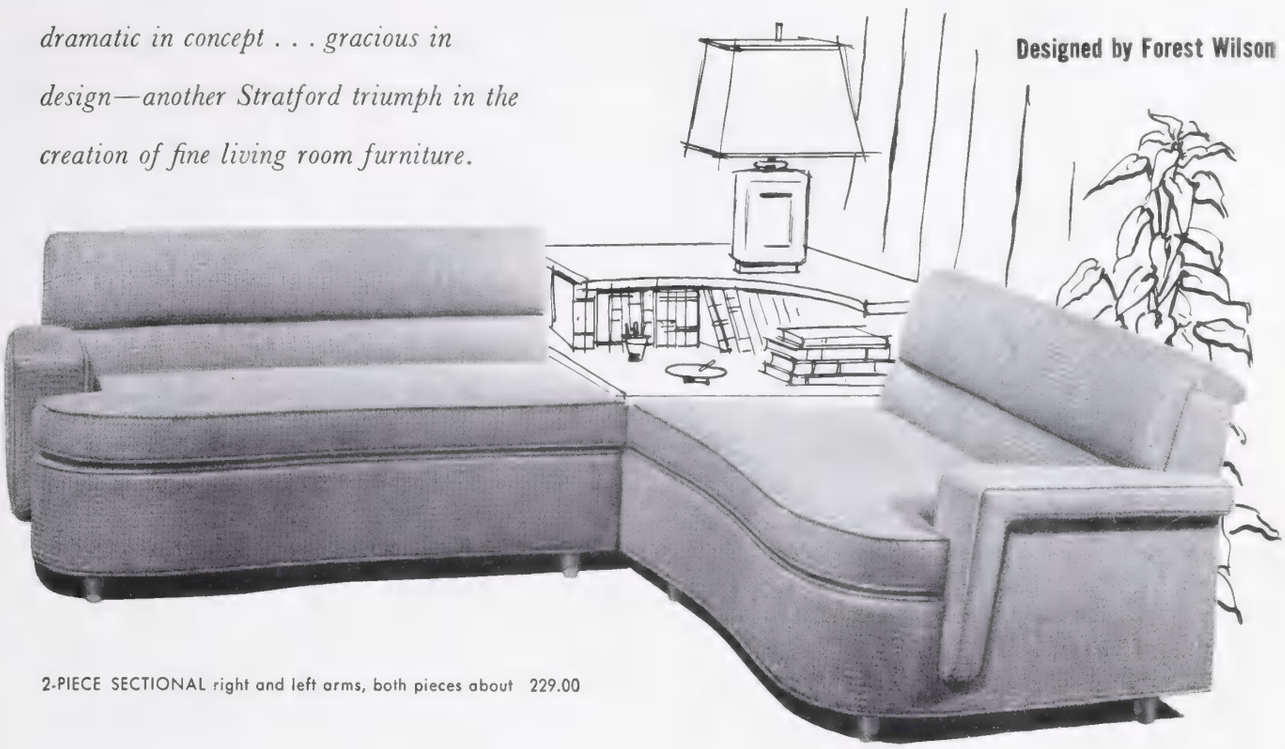
THE ORIGINAL

free form

GROUP

dramatic in concept . . . gracious in design—another Stratford triumph in the creation of fine living room furniture.

Designed by Forest Wilson

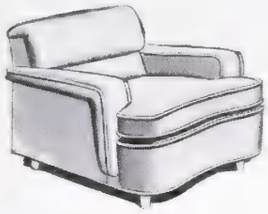


2-PIECE SECTIONAL right and left arms, both pieces about 229.00

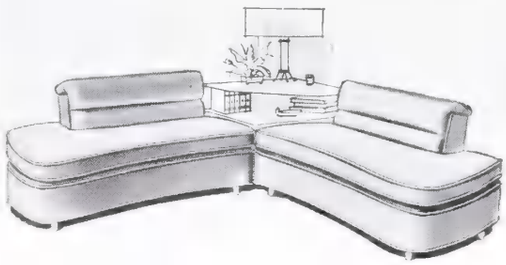
Shown here in Candalon fabric by Collins & Aikman

Six beautifully correlated pieces for countless room settings. Scores of elegant, long wearing fabrics in handsome decorator tones and textures. Immaculate tailoring.

Styled for Comfort . . . the Free-Form Group carries the famous Stratford guarantee of construction, is available in either spring or solid Texfoam foam rubber seat cushions.



LOUNGE CHAIR WITH ARMS about 89.95



2-PIECE SECTIONAL right and left bumper ends, both pieces about 229.00



ARMLESS 30" LOUNGE CHAIR about 69.95
MATCHING OTTOMAN about 39.95

Stratford
FURNITURE CORPORATION
American Furniture Mart, Chicago 11
Division, Futorian Manufacturing Company
Eastern Plant, Hoffman-Stratford, Souderton, Pa.

Prices vary depending upon fabrics. Those shown above are for spring construction, foam rubber higher. Prices quoted are only possible because our dealers must purchase our line by the carload. Otherwise prices would be nearly doubled.

WHAT TO LOOK FOR WHEN YOU BUY UPHOLSTERED FURNITURE"

Send 10¢ in coin to Dept. H6 for fact-filled illustrated booklet plus brochure showing Stratford Furniture Corporation pieces.



Leading Stores are now introducing

SLIGH *Jubilee Collection*



A TRIUMPH OF STYLE AND CRAFTSMANSHIP
COMMEMORATING 75 YEARS OF GRAND RAPIDS
FURNITURE DESIGN LEADERSHIP

The Sligh Jubilee, open stock, *Collection* has been designed with you in mind . . . with so many new ideas for your home. You will like the mellow finished ambertone mahogany, with smart accents of cane; and the restrained elegance of the *Jubilee* design that is at home in either contemporary or traditional interiors. You will like the idea that, except for beds and extension tables, all *Jubilee* pieces are interchangeable for use in living, dining, or bedrooms.



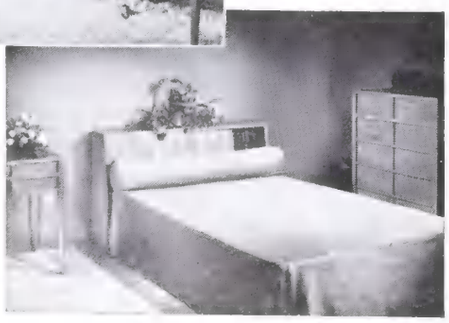
Idea . . . bedroom triple dresser is interchangeable for use as dining room buffet.

Idea . three-tier server, on wheels, for a console, bookcase, server, or room divider.





Idea . . . *famous Sligh Butler Buffet* scientifically engineered to hold silver, china, glasses, linen, trays, serving pieces, and table fillers.



Idea . . . Bookcase-headboard, swing-twin bed for luxury and ultra convenience.



Send 10 cents for beautiful brochure, with many room grouping ideas, showing entire Sligh Jubilee Collection. Please address:

GRAND RAPIDS CHAIR COMPAN
Grand Rapids, Michigan
Founder Member Grand Rapids Furniture Makers Guild
Associated Companies: Charles R. Sligh Company, Holland, Michigan
Sligh-Lowry Furniture Co., Holland, Michigan

Even if you were a Queen you'd still want an . . .

AUTOMATIC 6-WAY INFRA-RED BROIL-QUIK® CHEF





Extra Grill Spit

You never really tasted a roast till it's prepared on the Automatic Infra-Red **BROIL-QUIK** Chef. Even if you never boiled an egg before, this amazing infra-red appliance makes cooking so swift, so easy you'll breeze through every meal without a care. And *what* meals! Delicious roasts, shishkebab and barbecues from the automatic rotisserie. Sizzling steaks, chops and hamburgers from the spacious broiler. Crackling ham and eggs, sausages and melted cheese sandwiches from the top grill. All this in a kitchen that's always, *cool, clean* and *smoke-free*. Sounds wonderful? It is! See the Automatic Six-Way Infra-Red **BROIL-QUIK** Chef at your appliance dealer *today!*

UTOMATIC 6-WAY INFRA-RED BROIL-QUIK® CHEF

AC only. Without timer $59.95; with timer (model illustrated) $69.95; other BROIL-QUIK models from $34.95



Does all 6 automatically

IT BARBECUES, ROASTS AND TOASTS . . . BROILS, GRILLS AND FRIES!

2-HEAT CONTROL THAT REALLY WORKS!
1.) quick-searing heat for perfect broiling.
2.) specially controlled heat for perfect barbecuing and roasting.

FULL VIEW GLASS SPATTER SHIELD —
watch your roast through every stage of cooking.

CONCEALED ELECTRIC MOTOR —
no unsightly boxes or bulges.

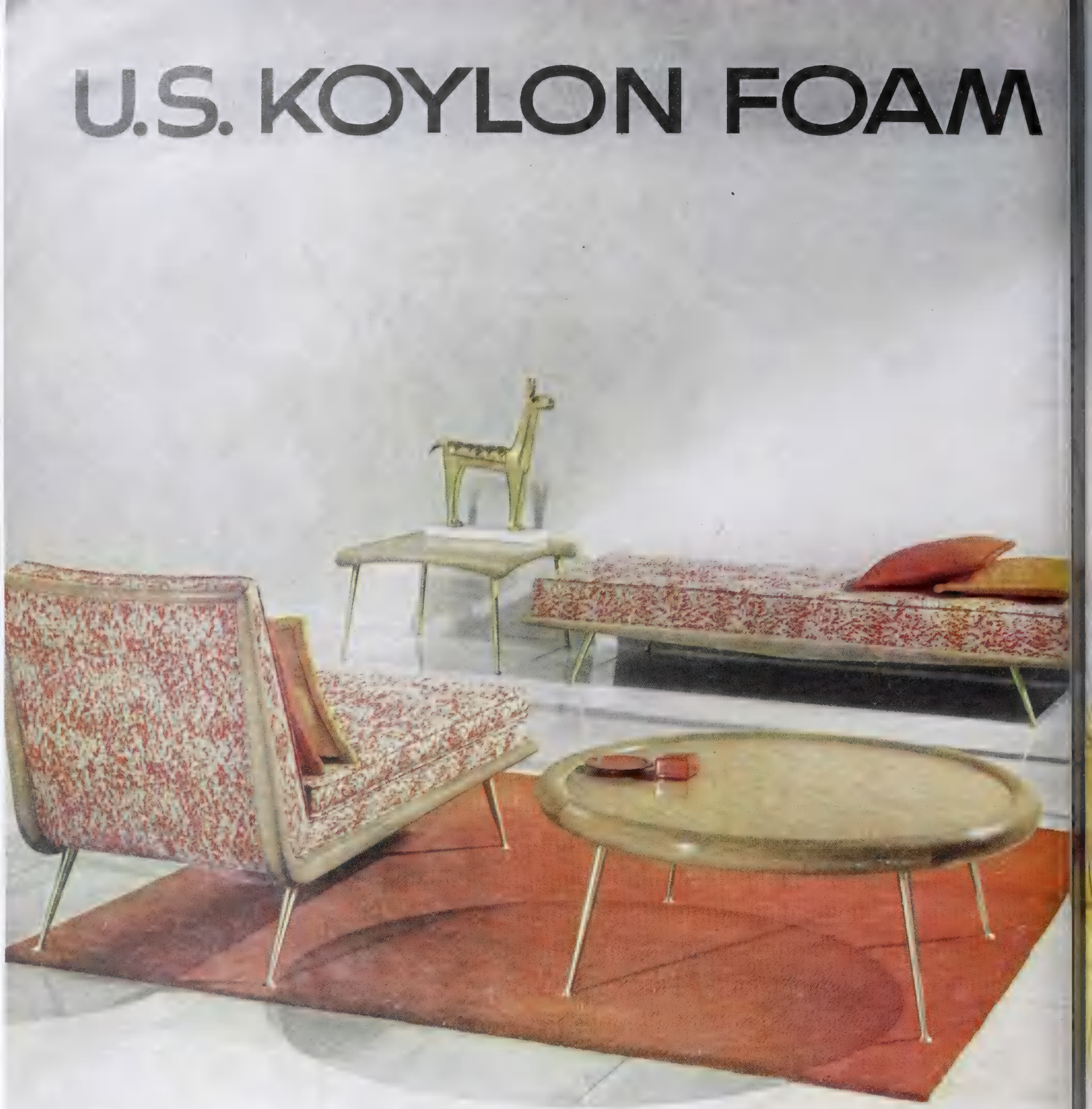
AUTOMATIC SELF-TIMER —
shuts off entire unit and rings bell when food is done.

UNIQUE INFRA-RED ELEMENT —
triples heat to top level while retaining all the heat for the rotisserie and broiler area. You can use top and bottom sections together!

- *6 broiling levels for rare to well done*
- *Removable tray shelves and heating levels for easy cleaning*
- *Wide open front for that incomparable broiled-outdoors flavor*
- *Kool-Grip detachable tray handle*
- *Triple chrome-plated steel*
- *Full year guarantee, including motor*
- *Extra Grill Spit included for barbecuing or rotating steaks, chops, hamburgers*

for FREE illustrated booklet write to... **THE BROIL-QUIK CO., 2330 FIFTH AVENUE, NEW YORK 37, N. Y.**

U.S. KOYLON FOAM



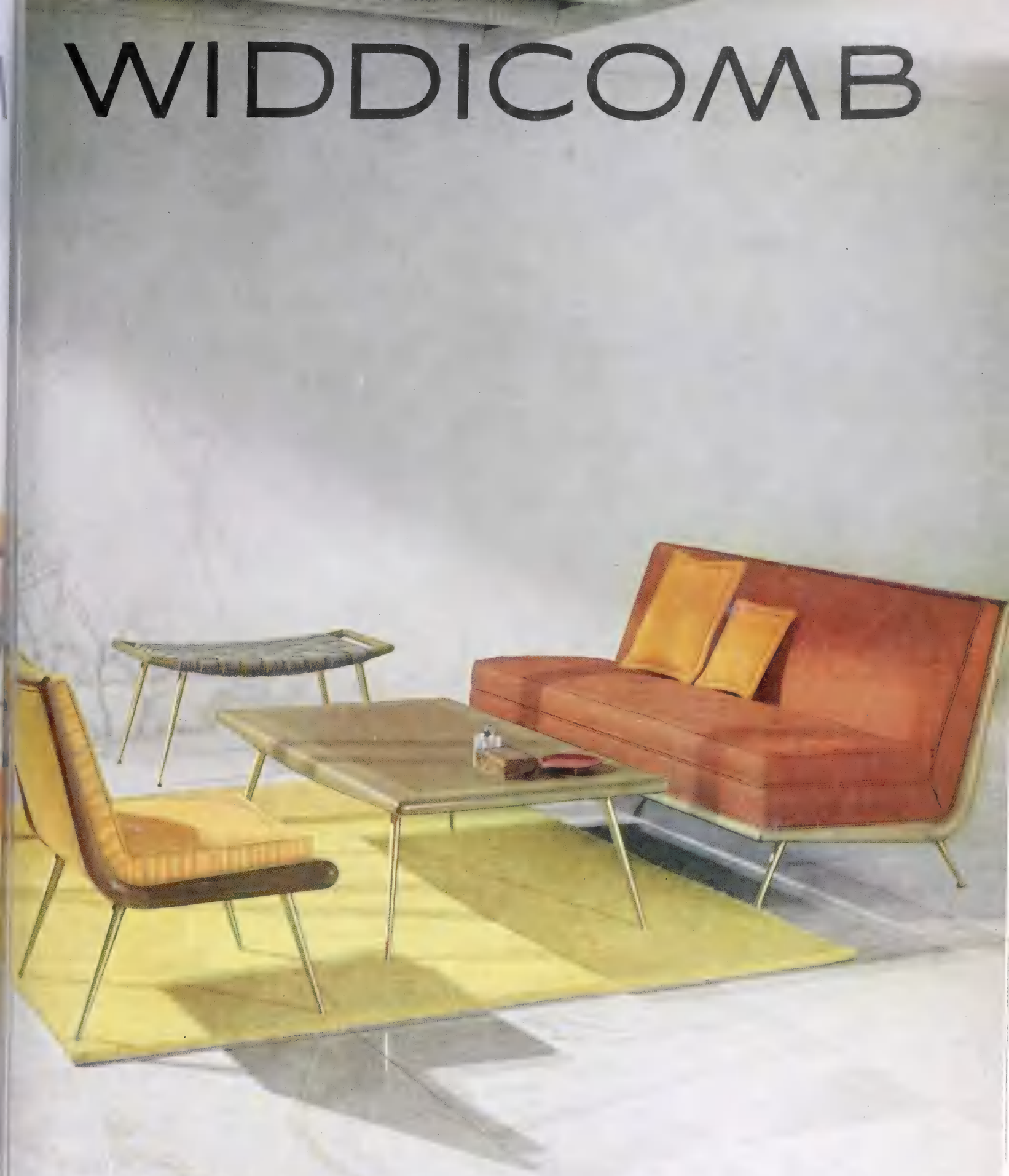
FURNITURE BY WIDDICOMB • DESIGNED BY T. H. ROBSJOHN-GIBBINGS

THE FINEST FURNITURE IS CUSHIONED  WITH U. S. KOYLON® FOAM

UNITED STATES RUBBER COMPANY

ROCKEFELLER CENTER, NEW YORK

WIDDICOMB



DESIGNED BY T. H. ROBSJOHN-GIBBINGS

WRITE FOR NAME OF STORE NEAREST YOU FEATURING THIS FURNITURE • FOR ILLUSTRATED BROCHURE SEND 10¢ TO DEPT. H

THE WIDDICOMB FURNITURE CO., GRAND RAPIDS

NEW YORK CHICAGO LOS ANGELES



Planned for a lady who loves to cook

IF YOU'RE a woman who makes an art of cooking, here's the kitchen for you. Its wealth of fingertip conveniences and fresh, colorful decorative ideas will make every hour spent in it more pleasant, more productive.

Take the delightful herb hothouse, for example. Built right out from the kitchen window, it permits you to pluck fresh herbs in any season. At the same time, it provides a refreshing "green view" from the sink all year long.

And note the smart "mobile" light fixture that also serves as a utensil rack. It's counterbalanced, so that frequently used utensils are always within easy reach, yet can be pushed out of head's way when not needed. Sharp knives, too, are kept handy—but safely out of Junior's reach—in the rack at the end of the counter. And the work table, topped with its generous butcher block, slides easily along the floor to wherever it's needed.

Cleaning up afterwards, usually the most tiresome of cooking chores, is no problem in this kitchen. Lettuce leaves and other food trimmings disappear down the hole in the counter into an enamel pail. And spilled flour and other ingredients sweep up in a jiffy from the smooth-surfaced floor of Armstrong's De Luxe Linotile®. Tracked-in dirt whisks away easily, won't grind in. Even grease and oil wipe up without a trace, because Linotile is *greaseproof*, not just grease resistant. And since Linotile is a resilient flooring of unusual toughness and durability, it does not indent easily, even under the weight of heavy appliances.

Linotile offers almost unlimited design possibilities since it goes down block by block. It is available in a wide range of colors, in both the popular swirl marbleization of Standard Linotile, and the new extra-rich graining of De Luxe Linotile shown above. The beautiful colorings go all the way through each tile. This floor never needs expensive refinishing, and you can look to it for a lifetime of service. Yet with all its durability, Linotile is still comfortably resilient and quiet underfoot.

Ask your Armstrong merchant to show you samples of Armstrong's Standard and De Luxe Linotile. He'll be glad to make practical design suggestions for your home, without charge, and give you a cost estimate. See him soon.

Friends can sit in the student chairs and enjoy the products of this "cooking kitchen" while they admire its beauty and convenience. The handsome floor is Armstrong's De Luxe Linotile, Beige Antique No. 176, with feature strips of Armstrong's Plain Linoleum, Turquoise No. 38, and White No. 23. Linotile is made from substantially the same basic ingredients as linoleum, but different processing results in a tougher flooring material. Its exceptional density and extra-smooth surface make Armstrong's Linotile the easiest of all Armstrong Floors to keep clean.

• • •

Send post card for free booklet.

It gives you complete information about Armstrong's Standard and De Luxe Linotile and shows the full range of colors available. A sketch plan of this kitchen with color scheme description and list of furnishings will also be sent free on request. Just send your name and address to Armstrong Cork Company, Floor Division, 5306 Atkins Ave., Lancaster, Penna.



ARMSTRONG'S LINOTILE

MADE BY THE MAKERS OF ARMSTRONG'S LINOLEUM, ARMSTRONG'S ASPHALT TILE, ARMSTRONG'S QUAKER® RUGS



Reflecting your good taste ...

your choice of fine handmade Fostoria crystal

to grace your own table or for a gift to be remembered



Holly

BY

Fostoria

FOSTORIA GLASS COMPANY · MOUNDSVILLE · WEST VIRGINIA

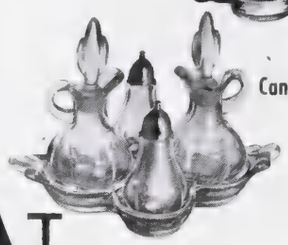
ALL FOSTORIA IS HANDMADE IN AMERICA, AVAILABLE IN OPEN STOCK.

The DUNCAN Gift Parade



Canterbury 3 Pc. Salt & Pepper Set $1.75*

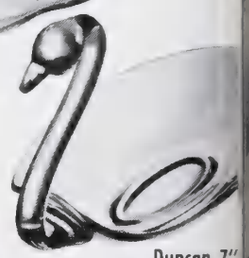
Canterbury 3 Pc. Individual Sugar & Cream $2.25*



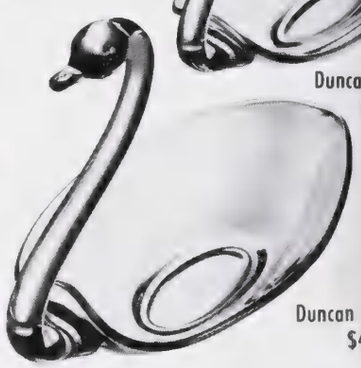
Canterbury 5 Pc. Condiment Set $4.95*



Canterbury 3 Pc. Marmalade $2.00*



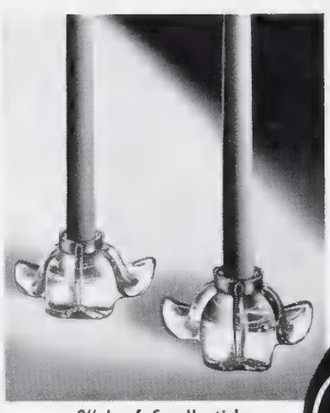
Duncan 7" $2.00



Duncan 10" $4.00*

Let your gift reflect your fine taste . . . your love of beauty . . . your perfect judgment. These lovely Duncan pieces were made to treasure. They are meant to be kept for years and years—like heirlooms.

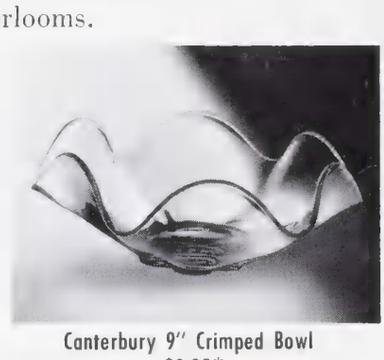
Duncan's Gift Parade is a collection from "the loveliest glassware in America."



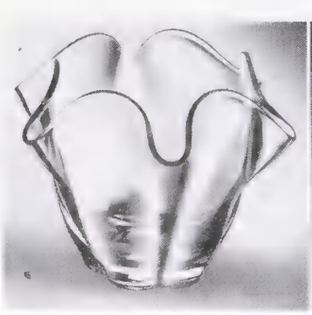
2" Leaf Candlesticks $2.50 pr.*

GENUINE Duncan

See dealer



Canterbury 9" Crimped Bowl $2.25*



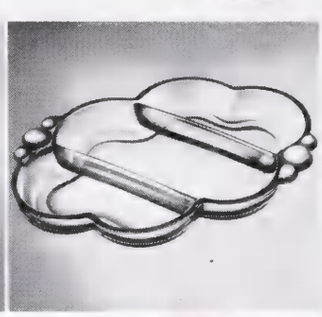
Canterbury 5½" Flower Arranger $2.25*



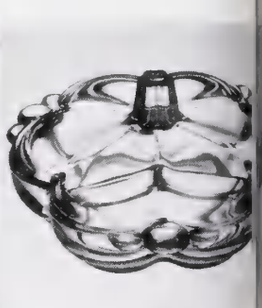
Canterbury 12" Celery & Relish $4.00*



Canterbury Candy Jar and Cover $3.75*



Canterbury 10½" Celery & Relish $2.50*



Canterbury 3 Compt. Candy Box and Cover $3.2



Murano 7" Flared Vase $3.50*



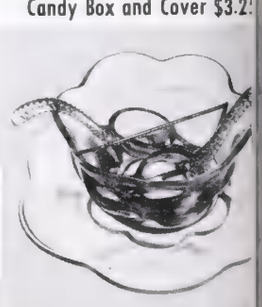
Canterbury 14" Torte Plate $5.50*



Contour 2" Candlesticks $2.00 pr.*



Contour 6½" Tulip Ash Tray $2.25*



Canterbury 4 Pc. Dressing $3.75*

*Approximate retail prices. Prices slightly higher in West and Southwest.

THE DUNCAN AND MILLER GLASS COMPANY, Washington, Pennsylvania

ALABAMA
...J. F. Pitts Jewelry
...Moorefield Jewelers
...J. B. Hill & Son
...Forget-Me-Not Shop
...Ware's Jewelry
...Bristow Drug Store
...Long-Lewis Hardware
...Lorna Farrar Gifts
Eleanor's Gift Shop
Jobe-Rose Jewelers
Loxman's
...Johnson Bros. Jewelry
...Thomas Jewelry Co.
...Sutley Jewelry
...Benefield Jewelers
Kesslers Florist and Gifts
...Sue Astleford
...Whitlock Jewelers
...Hollingsworth Jewelry
...Palace Gift Shop
...rogan and Sons Jewelers
The Gift Box
...C. F. Hoffman and Son
...Haggle Jewelers
...Forget-Me-Not Shop
Greenville Jewelry Co.
...Benefield Jewelers
...Whitt Jewelry Co.
...Rose Jewelers
...Stanley Jewelry Co.
Carl-Ann Gifts & Flowers
...C. J. Gayfer & Co.

...rdware & Equipment Co.
...Burts Gifts
Klein & Son Jewelry
J. R. Whitten Jewelers
...Bewig Jewelry
...Leftwich Antiques
...Lawless Drug Co.
...incher & Ozment Jewelry
...Henry J. Rosenthal
...White Hardware

ARIZONA
...Hayl Jewelers
...Monteiths

ARKANSAS
...Fitzpatrick Jewelry
...Hager's Jewelry
...Colverts
...Moores Gift Shop
...Cooley's

...d's Little Acres Gift Shop
...A. B. MacCarthy
...Novelty Shop
...eddies Card & Gift Shop
Hillcrest Gift and Glass
...Turner Drug Store
...Fitzpatrick Jewelry
...Kahn's Jewelry
Fox Bros. Hardware Co.
...Prescott Hardware

ALIFORNIA
...Liebergs
Marie Therese Gift Shop
...Mitchells
...Catalina Hardware Co.
...Chime Jewelry
...W. R. Burk Co.
...J. W. Robinson
...Bedford's Jewelry Store
...Hillman Hardware
...Imperial Hardware
...Myron Walsh
...oopers Department Store
...E. Gottschalk and Co.
...Clemon's Gift Shop
...Jean's House of China
Webb's
The Treasure Trove
...Treasure Isle
...tch...Tovatt Hardware
...k...Treasure Isle
...Days Gift Shop
Gift Gallery
The Treasure Isle
...Fred Meyer
...ardware and Supply Co.
Bullock's
Coulters Dry Goods Co.
The Broadway
J. W. Robinson Co.
...Bay Department Store

NCAN *is available at all these fine stores*

...Beard's
...cNamara Hardware Co.
...Dayton Hardware
Barker and Brandt
...Andersons
Hinkles Book Lore
...od...Treasure Trove
...Kahn's
H. C. Capwell Co.
...La Flam's
...Eyerlys
...Broadway-Pasadena
...Price-Hodgson
...Dobrowksys
...Reseda Hardware
...Rialto Jewelers
...J. R. Westbrook Co.
...Edward A. Grebils
...Messick Hardware
...Schweitzers
...The Angel Shop
...G. B. Jackson & Son
Platts
City of Paris
The White House
The Emporium
...ohrmann Commercial Co.
...Madlynes Gift Shop
...Home and Flower Shop
...ohrmann Commercial Co.
...o, Hill's Stationery Store
Fordens
...La Cross Gift Shop
...San Pedro Hardware
...Hunts China Shop
...De Witts
...Treasure Isle
...Corricks
...Ben Duncan
...Turlock Hardware
Frank J. Youngdale
...W. R. Carithers
Harold and Paul
...Visalia Hardware Co.
...Pajaro Valley Hardware
...The Gray Gift Shop

OLORADO
...Wells Hardware Co.
...gs
...Hardware and Paint Co.
...Denver Dry Goods Co.
...oods China & Gift Shop
...hillips Stationery & Gifts
...Huber Jewelry
...Rominger

ONNECTICUT
...A. Harrison & Son
...Simon R. La Place
...Albert Steiger Co.
G. Fox and Co.
...A. Harrison and Son
...lers Book and Gift Shop
...Reed and Hughes
Modern Jewelers
...The Gift Mart
...Frank J. Marimelli
...Smith Keon Jewelers
...e Jordan Hardware Co.

DISTRICT OF COLUMBIA
Washington....Woodward & Lothrop
Julius Garfinckel & Co.

FLORIDA
Arcadia....Ridigers
Avon Park....Ridigers
Bartow....Jesslyn's
Bradenton....Montgomery Roberts Co.
Clearwater....Trickels, Jewelry
House of Glass
The Occasion Shop
Cocoa....Martha's Gift Shop
Coral Gables....Segerts
Daytona Beach....Heils, Jewelers
Lauch Jewelry Co.
De Land....Reeve and Howard
De Funiak Springs....The Gift Bar
Ft. Lauderdale....Reed's
Ft. Pierce....Morton's, Jewelers
Gainesville....Rutherfords
Inverness....The Jewel Box
Jacksonville....Cohen Brothers
Kissimmee....Partin, Jewelers
Lake City....Davis, Jewelry
Lakeland....Nicodemas, Jeweler
Lake Wales...John E. Simmons, Jewelry
Leesburg....Edenfield Jewelry Co.
Harold Green, Jewelers
Marianna....Hildegarde for Gifts
Monticello....Wells Jewelry Co.
Mt. Dora....Shaestring Gift Shop
New Smyrna Beach, Newell's Gift Shop
Ocala....McMillan, Jewelers
Treasure Chest
Orlando....The Greeting Shop
The China Mart
Dickson and Ives, Inc.
Ruth Covington's
Palatka....Arthur E. Nelson
Panama City...Armstrong Jewelry Co.
Stokes, Jewelry
Pensacola....Elebash, Jewelry
Florida Gift Shop
Good Neighbor Shop
Perry....Wells Jewelry Co.
Pompano....Pompano Flower Shop
Quincy....Brown Jewelry Co.
St. Augustine....Phinney Jewelers
St. Cloud....Partin Jewelers
St. Petersburg....Maas Bros.
Sanford....Wm. E. Kader
Sarasota....Rich-Lebar, Jewelers
Gregory Jean
Starke....Roberts, Jewelery
Tampa....Maas Bros.
Tallahassee....Moon Jewelry
West Palm Beach, Palm Beach Merc. Co.
Winter Haven....The Little Studio
Winter Park....The Golden Cricket
Wildwood....The Jewel Box

GEORGIA
Albany....Book and Gift Shop
Brunswick....Cunningham, Jewelers
Cairo....Hilcrest Florist
Clayton....Prater Jewelry Co.
Cordele....Smith Sisters
Covington....Whites Dept. Store
Fitzgerald....Hiers Jewelry Co.
Gainesville....Gem Jewelry
Miller....Hatchers
Ocilla....Nortons Jewelry Store
Pelham....Harris Jewelry Co.
Savannah....Leopold Adler Co.
Friedmans
Statesboro....Grimes Jewelry Store
Sylvester....The Ideal Gift Shop
Toccoa....Belk Gallant Co.
West Point....Hengstlers

HAWAII
Honolulu....K. Isoshima
Lam's Gift Shop

IDAHO
Rigby....Reed Drug Co.
Twin Falls, Josephson-Lloyd Jewelry Co.

ILLINOIS
Aurora....Block and Kuhl
Beardstown....W. E. Fisher
Bloomington....Chadbands
Chicago...Rays Gift and Hobby Shop
Cary's Gift Shop
Chillicothe....Georien Drug
Danville....Block and Kuhl
Evanston....Glasscraft Mfg. Co.
Elgin....Block and Kuhl
Forest Park
Tomaroy Book and Gift Shop
Herrin....Nancy's Flowers and Gifts
Himsdale....The Parker Shop
Joliet....Block and Kuhl
La Salle....C. A. Jensen, Jewelers
Litchfield....Pfalsgrof's Jewelry
Madison....The Glik Co.
Mendota, Gish Jewelry and Gift Shop
Oaklawn....What Not Shop
Pekin....Jones Bros.
Pontiac....Gallup and Hagemann
Rockford....Block and Kuhl
Springfield...The John Bressemer Co.
Sullivan....Evans Jewelry
Taylorville
Taylor Paint and Wallpaper Co.
Decatur....Block and Kuhl

INDIANA
Anderson....Kirkmans
Auburn....Brook's
Edinburg....Bar's Jewelry Store
Elwood....The Gift Center
Huntington....Shaefer Beauty Shop
Indianapolis....L. S. Ayres
Nick Kerz Co., Inc.
Kokomo....Roger Briney
Lafayette
Hayward's Office Sup. & Sta. Store
Seymour....Gertrudes Shop
South Bend...Geo. H. Wheelock & Co.
Sullivan....K. B. Smith
Washington....The Towne Shop

IOWA
Algona....Sharps Jewelry
Ames....Carr Hardware
Atlantic....Hanke Jewelry
Cedar Falls....Old Pottery Shop
Cedar Rapids....Prastka, Jewelers
Centerville....Allen's Gift Shop
Creston....R. H. Baker
Des Moines....Heidenberg's
Younker Bros.
Dubuque....J. F. Stampfer
Elkader....Hanson Jewelry
Mason City....Peterson China Center
Oskaloosa....Ray A. Collins
Ottumwa....Roberts Jewelry
Perry....McMahans Gift Shop
Red Oak....Burns & Wallick
Sac City....Lau Jewelry
Sioux City....T. S. Martin Co.
Sioux City Crockery Co.
Spencer....I. M. Doudna
C. Ben Bjornstad Co.
Storm Lake....The Sugar Bowl
Waterloo....Random Gift Shop

KANSAS
Coffeyville....Nu Gift Shop
Emporia....Fort Jewel Shop
Garnett....Websters Jewelry Store
Hutchinson....Adams Meador Jewelry
Cantwells Jewelry
The Pegues Wright Dry Goods Co.
Independence....Nu Gift Shop
Kansas City....Butler Music Co.
Helzberg's
Lawrence....F. H. Roberts, Jewelry
Lyons....Sloop Jewelry
Manhattan....Cole's
Pittsburg....Benellis
Salina....Stiefel Stores Co.
Topeka....Helzberg's
Wellington....R. H. Wiley, Jewelers
Wichita....Brasfield, Jewelers
George Innes & Co.

KENTUCKY
Central City....Broadway Jewelry
Corbin....Buchanan & Wyrick
Danville....Hub Frankel
Dawson Springs....Orange Gift Shop
Frankfort....Roberts Jewelry
Fulton....Hornbeak & Holland
Henderson....Helfrick China & Gifts
Hopkinsville....Gordon Cayce
Lexington....Wolf Wile Co., Inc.
Louisville....Dolfinger's
Madisonville....Baker & Hickman
Marion....Moore & Pickens
Mayfield....Shop of Attractive Gifts
Maysville....P. J. Murphy, Jewelry
Morganfield, Harris Flower & Gift Shop
Murray....Molly Martin Shop
Owensboro....Hillman's Jewelry
Paducah....Nagel & Meyers Jewelry
Pineville....Bells Jewelry
Russellville....Settle & Evans

LOUISIANA
Alexandria...C. A. Schnack Jewelry Co.
Arcadia...Arcadia Flower & Gift Shop
Bastrop....Greens Jewelry
De Quincy
De Quincy Flower & Gift Shop
Lake Charles....The Gift Mart
Lake Paint & Wallpaper Co.
Rider Jewelry Co.
Monroe....The Palace-Masur Bros.
New Orleans....Coleman E. Adler
Maisan Blanche Co.
Oakdale....Cummings Jewelry
Shreveport....Hegarne Dry Goods Co.

MAINE
Portland....J. A. Merrill
Sanford....Earle K. Howe
Skowhegan....Kennedy Crane Co.
Waterville....Lionel Tardiff
Kennedy Crane Co.

MARYLAND
Baltimore....Betty Blue Gift Shop
Lycett
Frederick....Berger's
Hagerstown....Eyerlys

MASSACHUSETTS
Belmont....Belmont Centre Gift Shop
Boston....Book & Gift Shop
A. Stowell
Ruby's Gift Shop
Brockton....Alden's Jewelry
Clarksdale....Nellie Mays Shop
Framingham...Johnson-Gordon Jewelry
David A. Robertson
Gardner....Levines
Gloucester....Wm. G. Brown Co.
Greenfield....Clearys Jewelry
Haverhill....Peabody Music Shop
Poke About Gift Shop
Holyoke....McAuslin & Wakelin
Lawrence....Ann's Giftery
Lee....L. J. Howes
Lexington....Charlie's Gift Shop
Malden....Coggan & Sherman
Dal's Gift Shop
Marlboro....Sligo Valley Gift Shop
Newburyport...Saffords Jewelry Store
North Attleboro....Mary's
Norwood....The Alice Shop
Plymouth....Alden's Jewelers
Loring's Jewelers
Quincy....Goldner's Jewelers
Sharon....The Village Gift Shop
Springfield....Forbes & Wallace
Stoneham....Schaeffers News
Vicksburg....Valley Dry Goods Co.
Vineyard Haven...James A. MacInnes
Waltham....Ann & Harry's
Grover Cronin
Woburn....Art's Jewelry Co.
Worcester....Sawyer's
Wrentham...Morse Paint & Supply Co.

MICHIGAN
Ann Arbor....Botsford Tile Co.
Bad Axe, Slacks Hardware & Gift Shop
Bay City....Heglund & Beyer
Berkley & Infants Wear
Clarkston....National China Co.
Crossewell....The House of Gifts
Dearborn....Unique Gift Shop
Detroit....Papes House of Gifts
Robon Jewelers
Flint....Meyers Gift Shop
Gladivin....Del Smith Furniture Co.
Grand Rapids....E. A. Rood & Co.
Paul Steketee & Sons
Lansing....Heath's Jewelry Co.
Traverse City....Bilmar Sports Shop
Wyandotte...Chuconas House of Gifts

MINNESOTA
Albert Lea....A. W. Schulz Jewelry
Skinner Chamberlain
Alexandria....Engstrom Furniture Co.
Austin....Elam's
Blue Earth....Crouses Jewelry
Brainerd....Lundborg Jewelry
Claquet....The Treasure Shop
Crookston....Munn's Jewelry
Duluth....A. F. Butchart & Son
John's Jewelry
Savolaimen Jewelers
Fairmont....Grewes Jewelry
Fergus Falls....O'Meara's
Mankato....Geo. E. Brett & Co.
Marshall....The Gift Box
Minneapolis....Alex Anderson & Son
The Dayton Co.
Gaffland
Pine Gift Shop
Town & Country Hardware
Mary Witham
Moorehead....Martinson's Jewelry
Northfield....Marie Piesinger
Owatonna....Carl Kothe Jewelry
Pine City....Frances Ann Motychka
Rochester....China Hall
Rush City....Sommer Drug
Sherburn....Morgan Jewelry
St. James....Petersons Jewelry
St. Louis Park....Nuzums Gift Shop
St. Paul....Hirsch's
Shapiros
Virginia....Turen & Welch Jewelers
West Duluth....Schellenger Jewelers
Willmar....The Gift Shop
Windom....A. B. Peterson Jewelry
Winona....Allyn S. Morgan

MISSISSIPPI
Amony....Peoples Drug Co.
Biloxi....Combel's Merchandise Mart
Charleston....Rowland Hardware
Cleveland....W. J. Lowery
Corinth....Little Jewelry
Greenwood....Juanitas Gift Shop
Delta Jewelers
Hattiesburg....Flowler Hardware
Jackson....Southwest Drug Co.
Kosciusco....Patterson, Jeweler
Laurel....Robinson Jewelry Co.
Lexington....Charlies'
Macon....Mullins Hardware Co.
Marks....Robert A. Smith Jewelry
McComb....Hinton's
Natchez....Dixons
Oxford....Crouch's Jewelry and Gifts
Port Gibson....Myrties Gift Shop
Quitman....J. K. Kirkland
Ripley....M. L. Finger and Sons
Rosedale...De Adams-Ballou Gift Shop
Tupelo....Westbrooks
Vicksburg....Valley Dry Goods

MISSOURI
Cape Girardeau....The Novelty Shop
The Gift Shop
Caruthersville....The Occasion Shop
Chillicothe....Hatcher Printing Co.
Hannibal....Crescent Jewelry Co.
Kansas City....Helzbergs
Glass and China House
Schneider Jewelry Co.
Emery-Bird-Thayer
Normandy, Joseph Myers House of Gifts
Seneath....Utley Drug Store
St. Louis....Ford Hotel Supply Co.
Sedalia....Queen City Electric Co.
Sikeston....Fitzpatrick Jewelry
Trenton....Spiers Jewelry

MONTANA
Billings....Barons Jewelry
The Gift Shop
Conrad....Pondero Drug
Great Falls....Barbers
Book and Gift Shop
Poplar....Boulds Drug Store
Shelby....Marshall Wells Store

NEBRASKA
Ainsworth....Fleming Jewelry
Alliance....Harry Thiele Jewelers
Beatrice....C. W. Gale
Broken Bow....Arnolds Jewelry
Fremont....Karls Jewelry
Geneva....The Elder Co.
Grand Island....Stryker's
North Platte....E. E. Hoover Jewelry
Oakland....Shalberg Jewelers
Omaha....Kays Store of Distinction
Carl S. Baum
Miller and Paine
Scottsbluff....Rominger Jewelry

NEVADA
Reno....Home Furniture Co.
Sparks....Lewis Jewelry

NEW HAMPSHIRE
Concord....Gardner's Inc.
Dover....Seavy Hardware Co., Inc.
Franklin....Leons Jewelry
Milford....Darling's Gift Shop
Nashua....Burns Scott Inc.
Hector C. Cardin
New London...Four Seasons Gift Shop

NEW JERSEY
Atlantic City....The Gift Mart
Avenel....Kirbys Gift Shop
Cranford...Town and Country Gift Shop
Elizabeth....R. J. Goerke Co.
Hackensack....Packards
Millburn....Singers Gift Shop
Mount Holly....The Holly Gift Shop
Passaic....Evelyn's
Paterson....Wm. Lowe
Plainfield....Armours
Ridgewood....Winchells
The Village Shop
Somerville...Fancher China and Glass
Summit....W. and R. White
Trenton....Reids Jewelers
Woodbury....Gladys Mullen

NEW MEXICO
Albuquerque
Roger Home and Equipment Co.
Clayton....Duggins Hardware
Farmington....Noel Hardware

NEW YORK
Albany....Mayfair Inc.
Auburn....H. R. Wait Co.
Avon....Breges Jewelry and Gift Shop
Bay Shore, L.I....Toomeys
Beacon....Hudson Electric Co.
Binghamton...Pottery Mfg. Exhibits Inc.
Johnsons China and Glass
Brooklyn....Phil Berk
Empire Gift Shop
Buffalo....Sheridan China Co.
The Wm. Hengerer
Adam Meldrum and Anderson Co.
Caznovia....The Book Shop
Clinton....The Gift Studio
Cohoes....Timpanes
Cooperstown
Farmers Museum Gift Shop
Delhi....R. J. McCall
Dobbs Ferry....Treasure House
Downsville....Knapps Gift Shop
East Greenbush....The Highlander
Glens Falls....Stephen Hertz Jewelry
Hamburg....Kronenberg's
Hempstead....Franklin Shops Inc.
Hicksville....Hicksville Gift Shop
Hornell....A. McHenry and Co.
Inlet....Marys Gift Shop
Lakewood....Green Farm Tea Room
Little Neck, L.I., Marathon Hardware Co.
Lockport....Williams Bros.
Lynbrook, L.I....Burgess Gift Shop
Manhasset, L.I....Suburban Shop
Mechanicville....D. H. Oakes
Middletown, Robinson and Cunningham
R. E. Clarke Inc.
New Rochelle...Westchester Gift Shop
New York....Martha Cresci Gifts
Gift and Gadget Shop
Niagara Falls....China Shop
Norwich....The Mayflower
Olean....Bradner's
Oneonta....Brese's
Ossining....Marleigh Gift Shop
Owego (Tiago County)
Phillips Mead Gift Shop
Perry....W. S. McDonald
Potsdam....The Treasure Shop
Rochester....Sagamore Gift Shop
The Likly Stores Inc.
McCurdy's
Salamanca....E. F. Norton Co., Inc.
Saratoga Springs
E. D. Starbuck and Co.
Schenectady....Suzy's Gift Shop
Sherburn....H. R. Turner
Bolchs Department Store
Syracuse....Greenwoods
Hyland Gift Shop
Onondaga Pottery Co.
Dey Brothers
Troy....Schnells Jewelry Store
Sim and Co.
Utica....Three Sisters Gift Shop
Watertown....Frank M. Empsall
White Plains....McArdles Gift Shop
Williamsville....Savoy Shop Inc.
Youngstown....G. W. Martin

NORTH CAROLINA
Asheville....Bon Marche, Inc.
Charlotte....J. B. Ivey and Co.
Efird's Department Store
Clinton....F. Rawls Jewelry
Canton....L. J. Sellers Jewelers
Gastonia....Carolina Florist
O. B. Belk, Jeweler
Greensboro....Ellis Stone and Co
The Meyer Shop
Schiffmans
Greenville....Best Jewelry Co.
High Point....Perkinsons
Alberts Jewelry
Jacksonville....Lynchfields Jewelers
Lexington....Parker Miller Co.
Mooresville....Belks Department Store
Oxford....Halls Drug Store
Siler City....Grimes Jewelry Co.
Tabor City....The Cricket Gift Shop
Valdese....Squillarios Gift Center
Washington....Stewarts Jewelry Store
Wilmington....Belk-Berry Co.

NORTH DAKOTA
Dickinson....Dymon Jewelers
Fargo....O. J. De Lendrecie
Grand Forks....R. B. Griffith
Minot....Ellison's
New Rockford....Adams Furniture Co.

OHIO
Akron....Polskys
Amherst....Berringtons
Ashland....Gilbert Furniture Co.
Ashtabula....Carlisle Allen Co.
Bowling Green....Rappaports
Boardman
Wilbur Flower and Novelty Shop
Canton....Helle Bros.
Cleveland....Bringman's
The Higbee Co.
Columbus....F. and R. Lazarus
Dayton....Wilkee News Inc.
East Liverpool...D. M. Ogilvie and Co.
Elyria....Consolidated Sales
Erie....Trask-Prescott-Richardson
Hicksville....Parker J. Murphy
Lima....Jacobs China Co.
Ravenna....The Nature Shoppe
Sandusky....Forster China Co.
Springfield....Wrens
Toledo....The Lampson Bros.
La Salle and Koch
Warren....Strouss Hirshberg Co.
(Griswold store)
Youngstown....Stambaugh Thompson

OKLAHOMA
Bartlesville....Duffendack and Hall
Blackwell....Peddicord Jewelry
Colorado City....Sam L. Majors Co.
Durant
Wilson Ross Flower and Gift Shop
Muskogee....Cohinour Jewelers
Norman....H. S. McCurley
Oklahoma City....John A. Brown Co.
Halliburtons
Okmulgee....The Gift Shop
Ramsays
Shawnee....Shahane Jewelers, Inc.
Tulsa....Vandevers
Brown Dunkin
Boswells

OREGON
Bend....Symons Bros.
Enterprise....Lester Ruud
Eugene....Meisels
Millers (Miller Merc. Co.)
Skies Jewelers
Gordons
Klamath Falls....Bells
Medford....Bells
Pendleton....Taylor Hardware Co.
Portland....Lipman Wolfe and Co.
Salem....Stevens and Son Jewelers
The Dalles...Geo. C. Blakeley and Co.

PENNSYLVANIA
Allentown....Zollinger-Harned Co.
Allison Park....Lippes Gift and Floral
Altoona....Wm. F. Gable Co.
Ardmore....Gilman
Beaver Falls, Grossglass China and Gifts
Berwick....Guinans Department Store
Bethlehem....Jack Edwards
Bloomsburg....B. Lorain Shop
Braddock....Shubs
Brownsville....H. J. Woods Jewelers
Connellsville....Maslars
Corry....Phillips
Coudersport....Novaks Jewelers
Donora....C. B. Charles
Doylestown....Camerons China Shop
East Brady....Campbells Hardware
Easton....Wm. Laubach and Sons
Emporium....Zimmer Gift Shop
Reg Simons
Erie....Trask, Prescott and Richardson
Estella Curry
Fredericktown....Hansons Hardware
Crowthers Flower Shop
Germantown....Geo. Allen Inc.
Glassport....Geo. J. Anthony
Greencastle....Hostetters
Greensburg....D. M. Rhea
Rayers Inc.
Harrisburg...Bowman Department Store
J. P. Harris and Son
Hollidaysburg....Sucklings Gift Mart
Kingsport....Jordens Jewelers
Kingston....B. S. Anthony
Lafayette Hill....The Walton Shop
Lancaster....Hager and Bros.
Watt and Shand
Lebanon....Fishers
Mahonoy City....Liachowitz
McKeesport....Weiss Jewelry
Marrows Jewelry
The Famous
Meadville....The Crawford Store
Middletown....Elmer E. Cashman
Midland....Costelli Jewelers
Mill Hall....The Dutch Inn Gift Shop
Milton....M. V. Best Furniture
Newry....Dugannes Sales and Service
Norristown....Robert J. Snyder
Calico Shop
Olyphant....Feather Gift Shop
Philadelphia, Robin Card and Gift Shop
John Wanamaker
Pitcairn....Reed Jewelry
Pittsburgh....Lewis Bros.
Amos Gift Shop
R. S. Robinson Inc.
Joseph Horne
Martin and Milligan
Presbyterian Hospital Gift Shop
Mt. Lebanon Gift Shop
Pottstown....Annabels
Pottsville....J. V. Rose Jewelers
Reading....Stichter Hardware Co.
Sayre....Glasers Gift Shop
Scranton....Carters
Scranton Dry Goods Co.
Sewickley....James Thomas Jewelry
Skytop....Evelyn Myers Gift Shop
Stroudsburg....A. B. Wyckoff Inc.
Sunbury....Richards Gift Shop
Tarentum....Schwartz Bros.
Uniontown....Nichols Jewelers
Upper Darby....Mattocks
Warren....Picketts
Waynesboro....Mauls Gift Shop
Waynesburg....Betsy Ross Gift Shop
West Chester....Irwin Klein Gifts
Wilkes-Barre....Isaac Long
Wilkinsburg....Walmers Hardware
Williamsport....E. E. Schleh and Co.
Wyomissing....Browse Around
York....Pottery Hill
S. Grumbacher

RHODE ISLAND
Newport....Al Gamin
Providence....Steffelins
The Studio Shop
Pawtucket Housewares Co
Park Jewelry (J. J. Hagan)
Westerly....Colonial Gift Shop
Woonsocket....Bazaar Gift Shop

SOUTH CAROLINA
Bennetsville....H. H. Griffin
Charleston....James Allen and Co
Greenville....Freeman-Babb Howe Co.
Manning....Avant Jewelers
Orangeburg....Fersners Hardware Co
Rock Hill....Tucker Jewelry Co.
Seneca....Seneca Jewelry Co.
Spartanburg....August W. Smith Co.
Summerville
Woelpers Dorchester, Jeweler
Walterboro....Fraziers

SOUTH DAKOTA
Canton....Moe's Jewelry
Huron....Perriton Drug and Jewelry
Madison....Kellys
Miller....J. W. Johnson
Pierre....Ferley Jewelry and Gifts
Rapid City
R and R China and Glass Co
Sioux Falls....Shriver Johnson Co.
Pays Art Store
Akers Gift Shop
Prey's China Shop
Sturgis....H. O. Anderson

TENNESSEE
Chattanooga....Kerrs
Lowmans
Clarksville....Sites Jewelry
Columbia....Helms Jewelry
Covington....Max Weis Jewelry Co
Dyersburg....Hobbs Jewelry
Fayetteville....Wright Jewelry
Gallatin....Bines Jewelry
Humboldt....H. D. Jones
Johnson City....Beckners Jewelry Store
Kingsport....Jordens Jewelry
Knoxville....Woodruffs
Kimball's Jewelry
S. H. George and Son
Lawrenceburg
Downey and Jones Jewelry
Lebanon....Greens Gift Shop
Lewisburg....McCollum
Downey and Jones Jewelry
Memphis....Fitzpatrick Jewelry
Pers and Lowensteins
Milan....Thomas and Harris Jewelers
Oak Ridge....Lowmans
Pulaski....R. H. Rost Jewelers
Ripley....Tanner and McEver
Selmer....Roscoe Steel Jewelry
Springfield....The Gift Box
Downey and Jones
Tiptonville....Bryants Jewelry Store
Trenton....Clyde Page Jewelry
Tullahoma....Nations Jewelry
Winchester....Nortons Jewelry

TEXAS
Abilene....Popular Department Store
C. M. Presley Jewelers
Holliday Inc.
Amarillo...J. A. Coleman Wholesale Co.
Wagners Jewelry
Bagot Hardware Co.
Austin....Marical of Texas
Schaffers
E. M. Scarbrough and Sons
Big Spring....Waits Jewelry Store
Barger....Gunn Bros.
Brady....Bodenhamers
Brownfield....Griggs and Goble
Brownwood....Dublins
Bryan....Central Texas Hardware
Millers
Canyon....Thompson Hardware
Corpus Christi...Cages Six Point Store
Cage Hardware Co.
Dalhart....Dalhart Hardware
Dallas....Wynnewood Window
Atlas Gift Shop
Lindrop Hardware
Sharpes Hardware
Daniels Gift Shop
Sanger Bros.
A. Harris and Co.
Denison....Rockwells Jewelry Store
Eden....Tatum Jewelers
El Paso....American Furniture Co.
The House
Floydada....Soloman Jewelry
Fort Worth....Gernsbachers
The Fair-Schermerhorn Co.
E. E. Cox Co.
W. C. Stripling Co.
Galveston....Eibands
Melcers Jewelry Store
Plantoskys
Hereford....Lamm Jewelry
Nina Ross Cosmetic and Gifts
Hillsboro....Tolimsons
Honeygrove
Mary Flein Flower and Gift Shop
Houston....G. A. Stowers Furniture Co.
Jorn's Hardware and Gifts
Ben Hur Store
Good Housekeeping
Foley Bros. Dry Goods Co.
Kilgore....Hazelwood Jewelry
Marshall Supply Co.
Lamesa....Harrington Hardware
Longview....Perkins Bros.
Lubbock....Sherrod Hardware
De Witt Co.
Kings Jewelry
Lesters Jewelers
Marshall....Pelz Jewelers
Mexia....Mexia Jewelry Co.
J. M. Eller
Midland
Midland Hardware and Furniture
Vosatkos
Monahan....Texas Furniture Co.
Nacagdoches....Swift Bros. and Smith
Navasota....Miller-Lucas Co.
New Braunfels....Dietzekes
New Boston....Art Shop
Overton....Pope-Turner
Palestine....R. R. Belcher
Pampa....Pampa Hardware
Paris....Spangler's
Raymondville...Rapps Gift and Jewelry
San Antonio....Patchernicks
The Vogue
San Saba....The Quality Shop
Spur....Gruben Jewelry
Sweetwater....Jacksons Gift Shop
Temple....Mackey's Drug Store
Texarkana...Timberlake Hardware Co.
Tyler....Pratt Jewelry
Victoria....Bill Barnes Jewelers
Waco....R. E. Cox Dry Goods Co.
Waxahachie....Jones Hardware
Weimer....Hubbards

UTAH
Logan....S. S. Meadhom
Magna
Magna Lumber and Hardware Co
Salt Lake City....Auerbach
Springfield....Andersons
St. George....Pickett Lumber
Tremonton....Palmer Jewelry Co.

VERMONT
Barre....Goodfellows Jewelers
Bennington....Blair Fletcher
South Shaftsberg....Bennburry Shop

VIRGINIA
Alexandria....Silhouette Shop
Arlington....Mary Bawnes Shop
Blacksburg....Brown Stores Co.
Charlottesville....C. H. Williams Co.
Covington....Hodges Jewelry Store
Danville....L. Herman Inc.
Belk-Leggett Co.
Farmville....Martin the Jeweler
Harrisonburg....John Tallifierro
Martinsville....Lloyds
Rimmers
Norfolk....P. Paul Co.
Petersburg....Lauterbachs
Richmond....Miller and Rhoads
Thalhimers
Roanoke....S. H. Heironimus Co.
Staunton....H. L. Long Co.
Holts China and Gift Shop
Winchester...Colonial Art and Craft Co.

WASHINGTON
Aberdeen....Brennans
Bremerton...Brownell Jewelry Store
Brewster....Shamrock Gift Shoppe
Centralia....Bristers Stationery
Kelso....Hales
Mount Vernon....Hendrickson
Ocean Park....Irenes Art and Gifts
Olympia....Cunninghams
Millers
Omak....Bramer Hardware
Seattle....Courtrights
Bon Marche
Spokane....The Crescent
Sunnyside....Stagens Jewelry
Tacoma....Frasers
Walla Walla....Glimme and Cudiff
Yakima....Lentz Hardware
Yakima Hardware Co
Dunbar Jewelers

WEST VIRGINIA
Beckley....Eric's Jewelry
Bluefield....Prickett's Shop
Mar-eece Gift Shop
Buckhannon...Sextons Cellar Gift Shop
Charleston....Coffey's
Huntington
Arcade Book and Card Shop
Morgantown....Bay House Gift Shop
Parkersburg....Dills Bros. and Co.

WISCONSIN
Amery....J. P. Johnson Jewelers
Appleton....The Treasure Box
Ashland...Garland City Gift and Music
Barron....Uehlin Jewelry
Eau Claire....Lasper Jewelers
The Country House
Farmers Gift Co.
Hartford....Kay's
Jefferson....Louis Mistelle
Kenosha....Phillips Gift Shop
Madison....Kellys
R. E. Douglas
Mauston....The Grote Co
Menasha....Smith Talbot Inc, Jewelers
Menomonie....Farmers Store Co.
Spooner...Smiths Hardware and Gifts
Superior....Ehrlsteins
Waukesha....Estberg and Son
Wausau....The Fair Co.

WYOMING
Gillette....Ritter Drug
Lovell....C. B. Robertson
Torrington....Larson Hardware

Gleaming Chrome

WEST BEND®

beauties that stay new and sparkling with only a whisk of a cloth!





ELECTRIC BEAN POT
Here's something special, too. A genuine glazed stoneware bean pot with its own chromed steel heating unit that slow-simmers old-fashioned goodness into baked beans. So nice-looking you'll serve right out of it at the table. Complete with matching cover. Makes 2 quarts. $6.95*

FLAVO-MATIC (automatic) PERCOLATOR
Enjoy delicious coffee automatically brewed to the peak of flavor and served piping hot from this beautifully styled electric percolator. It uses fresh, cold water and drip grind for the best coffee you've ever tasted! Makes 6 to 8 cups. Gleaming chrome $18.95*



PENGUIN HOT & COLD SERVER
Perfect for parties yet grand for picnics also. The Penguin is an insulated server, keeps ice cubes solid for hours. When you have a picnic or a buffet get-together the Penguin will also keep a favorite dish piping hot until time to serve. Holds 2 quarts. $6.95



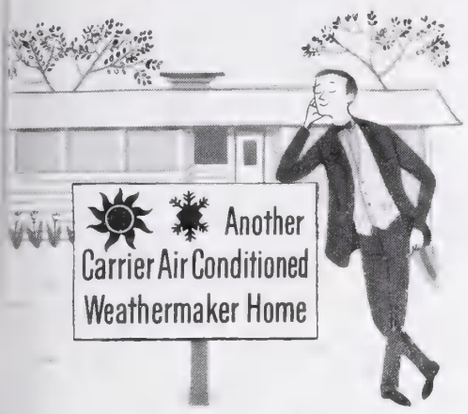


TRIG SINGING TEA KETTLE
There's a familiar name. Trig is the *original* trigger-operated tea kettle, loved in millions of America's homes. Gleaming chrome-on-copper Trig is always kept right on the range, laughs at spatters and spots because a whisk of a cloth *keeps* it sparkling. 2½ quarts. ...$4.75

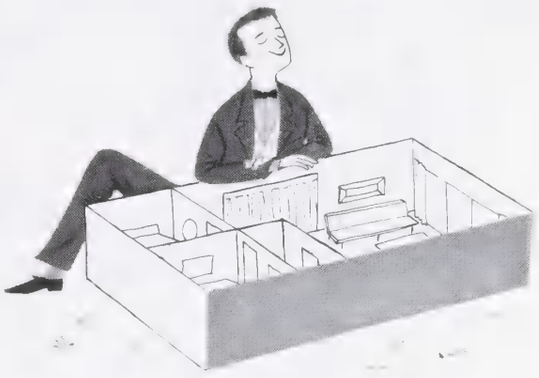
There is a special touch of clear, shining beauty that reflects only from lovely things in chrome. Here are four West Bend favorites—all in chrome—that always stay bright and new because you need only a whisk of a cloth to *keep* them sparkling. From the sleek, handsome Flavo-matic coffee maker to the perky little Trig tea kettle that sits upon the range, you'll be glad you added chrome in your home. See all four at housewares and appliance stores in the U. S. and Canada. *Includes cord and excise tax.

WEST BEND ALUMINUM CO. WEST BEND DEPT. 646, WEST BEND, WISCONSIN

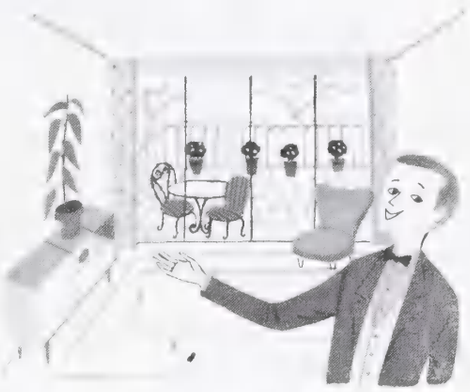
What every home-buyer should know



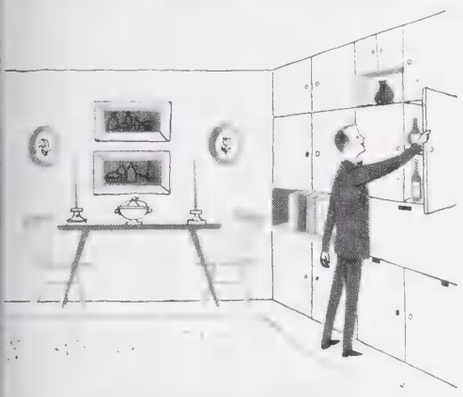
. Your new home will be easier to run and more fun to live in, if it's a Carrier air conditioned Weathermaker Home . . . where the air conditioning pays for itself!



2. A Weathermaker Home saves money on construction. It doesn't need wings or ells to invite a breeze. The floor plan may be shaped in a simple, inexpensive rectangle.



3. Ventilation is no worry in a Weathermaker Home. Windows may be grouped on a single wall. They let the outdoors in, make your rooms look larger, brighter.



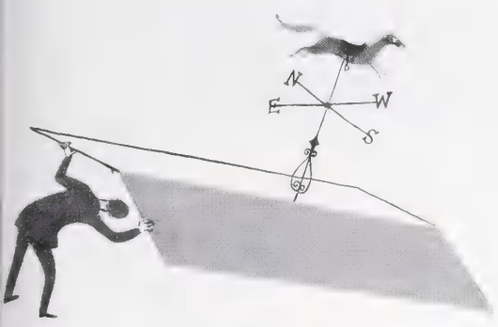
. No, a Weathermaker Home doesn't need windows on every wall. And a solid, windowless wall does make space for built-in storage, freer furniture arrangement.



5. On a small lot the windowless wall may be placed close to the property line. Advantage: the rest of the lot can be one big area for your better outdoor living.



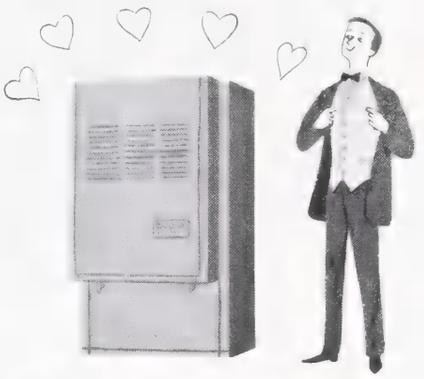
6. A Weathermaker Home doesn't need 100% movable sash. Some glass may be set right in the window frame. It's much cheaper and you won't require screens.



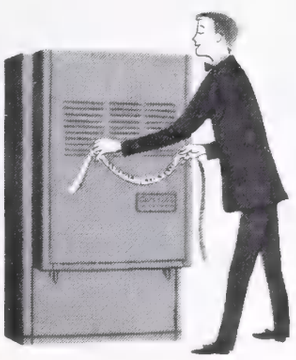
. Since a Weathermaker Home doesn't need an attic fan, the roof may be pitched low—which saves you money, allows protective overhangs for windows and walls.



8. Dust is no problem in the clean, filtered air of a Weathermaker Home. Light colors are practical — reflect more light — make rooms brighter, cheerier to live in.



9. This is the Carrier Weathermaker year-round air conditioner. It heats and cools, burns gas or oil, cools by electricity. A thrifty air-cooled model needs no water.



0. The Weathermaker is about 5 feet high, 3 feet square. It can be installed in new or old houses. And it adds only about $4 a month to your 20-year mortgage.



11. Flip a switch from "heat" to "cool"! Enjoy Spring year round in a Carrier Weathermaker Home that costs you no more than a house without air conditioning.

Carrier

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CARRIER CORPORATION
301 S. Geddes Street, Syracuse, New York

I'm very interested in your Weathermaker Home idea. Please send me — FREE — your 32-page booklet, "How to Have a Weathermaker Home."

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A. Gothic Vase, $10.00 **B.** Classic Centerpiece, $14.50 **C.** Honey Jar, $11.00 **D.** The Swan, $2.50 **E.** Sea-Shell Tray, $4

Here are just a few of the many exquisite pieces of artware by Lenox. Hand-made and hand-decorated, each is the same fine quality of china as the famed "Command Performance" dinnerware services. Truly, every piece of Lenox artware is a collector's item... *perfect* for gifts and for your own home! See the complete selection in fine stores everywhere!

LENOX CHINA

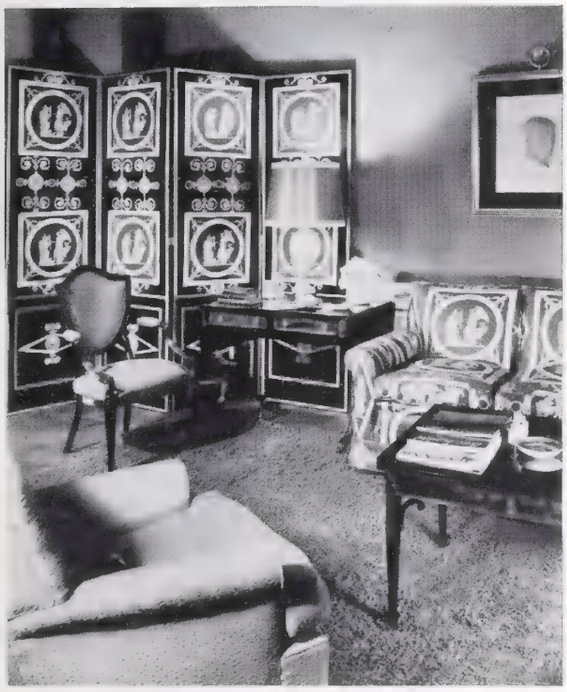
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Use a strong pattern and great restraint

Large-scale, dominant patterns need cautious handling. Use them boldly in quiet settings

PHOTOGRAPHS BY WILLIAM HOWLAND



Experienced decorators dare to use strong patterns for dramatic impact and are successful, as here, when they subdue the background. Note perfect relation of scale of screen and sofa to classic drawing of print from Patterson Fabrics.



Lavish use of pattern makes this room neither busy nor disturbing, because of monochromatic setting. Walls and carpet are charcoal, the print a quiet gray and white. All furniture from Beacon Hill Collection at Gimbels, Philadelphia.

Every piece of

Lenox

is a Collector's Item...



The pattern shown is TUXEDO. Five-piece place setting is $27.75

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LENOX CHINA

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with clearer pictures . . . truer tone

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THE PLAYHOUSE 21
21-inch TV in a smartly modern console cabinet, available in a choice of four distinctive finishes: in white oak, blond or traditional mahogany, and new striped walnut.

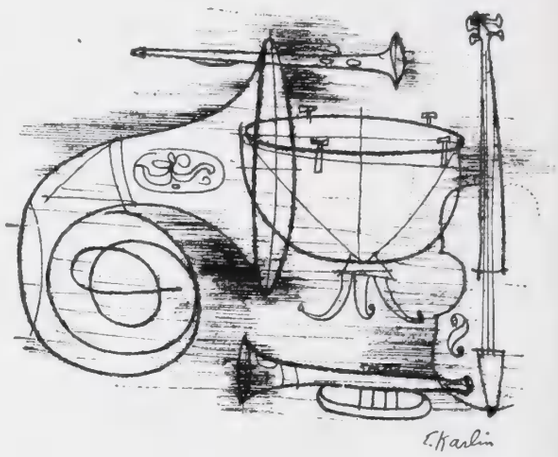


◀ THE IMPERIAL MODERN 21
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How Modern is "Modern Music"?

It's the spirit, not the format, that makes music modern. The works of the great Sibelius prove that you can't judge modernity by date line or dissonance

By Richard Williams

When the conversation gets around to modern music, what kind of music do you think of? Who are the composers who come to your mind? What *is* modern?

With our custom of wrapping up everything we don't understand in a package, pasting a label on it, and then putting the whole kit and kaboodle on a shelf to forget about it—well, we've got a label, "Modern Music," and we make it cover a diversity of music, a multitude of music, and, let's admit it, a multitude of sins.

Actually, one music lover's conception of modern is miles away from another's. To some, "modern" means the later works of Bartok, the music of Anton Webern, or the orchestral pieces of Edgar Varese. These are the extremists traveling in the atonal vanguard. To others, journeying in the middle of the road, "modern" would mean the earlier works of Bartok, the music of Paul Hindemith or Jaromir Weinberger. But there are still others who consider any music modern which was written after Wagner, and would therefore call Debussy, Delius, and Elgar mod composers.

We cannot define modern sic by its chronology. Rich Strauss's great one-act opera, *E tra*, an extremely modern wor its musical language and dar was written in 1909. It is 44 y old. Puccini's *Gianni Schicch* very tuneful, "old-fashioned" op was composed in 1918. Is *Schi* seven years more modern t *Elektra*? Obviously not. Nor we measure music's modernity the amount of dissonance, atona or starkness that it contains. T to be sure, is the popular defini of modern. But it is not true. I not true that all modern musi devoid of melody. Gian-Carlo M otti composes tuneful music; does Leonard Bernstein; so Norman Dello Joio. These are young men, all modern compos

"Modern" in music (as perh in other arts) seems to be a r tive term, a subjective classi tion which depends on your taste, tolerance, and knowle Nevertheless, some objective de

(*Please turn to page* 30)

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CURL UP . . . Stretch Out . . . Relax! Kenmar's latest creation captures the very spirit of casual, comfortable, *modern* living. Clean, sweeping lines . . . deep, cushioned foam rubber . . . comfort unlimited! A full 84"! -- *big enough for a six-six man to s-t-r-e-t-c-h out!* Illustrated in Goodall's "Craig" Mohair Tweed. Also available in other fabrics. SOFA FROM $198

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SILVER WHEAT STERLING



SILVER WHEAT. Notice the lovely profile curve of the spoon ... the graceful twirl of the wheat motif.

SILVER WHEAT is Reed & Barton's inspired new pattern for young homemakers. It is informal enough for every meal of the day... and still has the grace and authenticity for great-occasion dinners. Silver Wheat is truly the "Americana Look" in sterling. The lovely wheat spray motif (part of our American heritage) becomes highly contemporary in this charming design.
On this and the following pages you see Silver Wheat as a beautiful complement to many types of table settings. Six-piece place setting, only 29.50 (incl. Federal Tax).

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Crystal: New Silver Wheat by The Tiffin Glassmasters. *Sterling Flatware:* Silver Wheat by Reed & Barton
China: Carmel by Franciscan. *Cloth and Napkins:* Hemstitched linen by Irish Linen Guild

The American Style, for parties . . . for daily living

"SILVER WHEAT" CRYSTAL



Pristine—Colorful setting of fabulous brilliance and quality. All stemware items Hand-blown, hand-shaped, hand-cut.

"SILVER WHEAT" makes its bow . . . free, fresh signature of the new in radiant stemware by The Tiffin Glassmasters! The low, full bowls hold liquid like laughter. Graceful wheat-spray engravings enhance the crystal's matchless clarity . . . cut stems sparkle. Best of all . . . this proud crystal is priced far, far lower than you'd imagine, examining it for quality, clarity and master craftsmanship.

The Tiffin Glassmasters TIFFIN, OHIO



China: Mesa by Franciscan fine China. *Sterling Flatware:* Silver Wheat by Reed & Barton.
Crystal: Plain Stemware by Tiffin. *Cloth and Napkins:* Grecian Pattern Damask by the Irish Linen Guild.

The American Style, for parties...for daily living...

Mesa IN FRANCISCAN *fine* CHINA

FRANCISCAN—America's own fine china—heralds the new trend in dinnerware design for it combines superb quality, smart simplicity and durability. Pictured here is the pattern *Mesa.* Traced in the delicate lines of a rare print, its beauty is enhanced by a brilliant translucence and gem-like glaze. Here is china whose quality knows no peer. Here is a pattern that will enchant you through the years.

Franciscan *fine* China
by Gladding, McBean & Co.
Los Angeles, California



MESA—Five piece place-setting, $16.85.
Coffee Server, $16.00; Creamer, $8.00; Sugar, $10.00.



This exclusive Midway faucet requires only one hand to turn on hot or cold water . . . or a mixture of both. Its superior quality assures good service.



No more groping in soapy or greasy water. Thanks to handy new pop-up drains, bowls can be filled or emptied with a twist of the dials.



This is the *only* sink with two handy electric outlets on each end for the convenient use of appliances such as mixer, coffee maker, waffle iron.

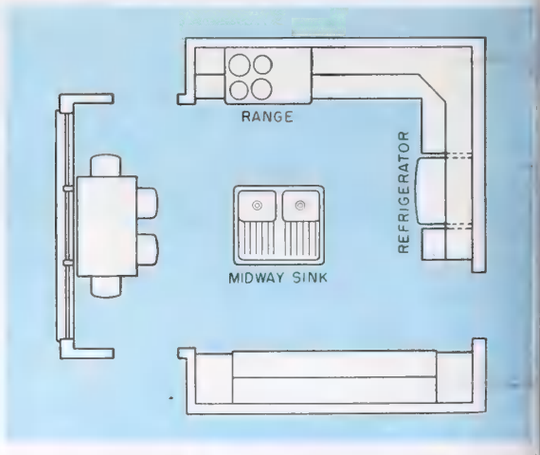
Exciting new idea in kitchen planning—

an "island" sink that's really a step-saving work center!

The American-Standard Midway is more than just a new sink! It's a brand-new middle-of-the-room work center that brings cabinets, refrigerator and range within easy reach to save you time and work.

The big, roomy 37½ x 44-inch Midway has two deep bowls and a drainboard work area of more than 800 square inches. This American-Standard sink is the finest made—of rigid cast iron with a fused-on, acid-resisting enamel coating in white or one of five colors. The Midway has the *only* all-steel cabinet that opens at front and back—storage space, drawers, bins and sliding shelves are within easy reach.

The American-Standard garbage disposer is optional. Other exciting features of the Midway are pop-up drains, four electric outlets and the exclusive faucet which permits one-hand operation. Modernize your kitchen with this new, efficient, work-saving, center-of-the-room sink by American-Standard. **American Radiator & Standard Sanitary Corporation**, Pittsburgh 30, Pennsylvania.



SEE THIS NEW SINK at your American-Standard retailer's. He is listed in the yellow pages of your phone book under "plumbing fixtures" or "plumbing supplies."

SEND FOR HOME BOOK . . . it is packed with helpful information. For your copy fill out and mail the coupon below, enclosing 10¢ to cover cost of handling.

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For everyone who owns a suitcase—



AUTOMATIC—AND WORKS ON BOTH AC AND DC!

NEW—

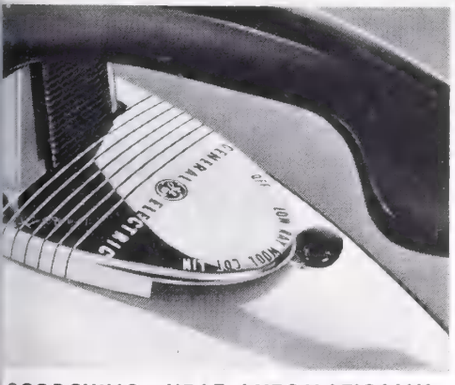
AUTOMATIC
TRAVEL IRON

Every traveler knows what a problem wrinkled clothes can be and will welcome this small, compact, lightweight iron to freshen up travel-tired togs in just a jiffy!

This little beauty takes up less space than a pair of slippers—you hardly know it's there until you want to use it. The fabric dial gives the right heat *automatically* for whatever material you're ironing. The whole iron weighs only 24 ounces. And it works on both AC and DC!

See it today at your G-E dealer's! What better gift for youngsters on college vacations, for service friends, for *any* traveler, including *you!* General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

$12.95 Including smart carrying case. *Manufacturer's recommended retail or Fair Trade price.*



SCORCHING—HEAT AUTOMATICALLY ITROLLED! The "Dial-the-fabric" control as- you of perfect heat for whatever fabric re ironing! Think of having automatic heat rol in a travel iron!



HANDLE FOLDS DOWN FOR EASY PACKING! Just a simple motion folds the handle down, and the iron slips into its own smart carrying case. The whole package fits easily into a corner of your suitcase.



GIVE IT AS A GIFT! What traveler wouldn't be thrilled to have an iron like this? Vacationers, honeymooners, folks who travel on business—anyone who owns a suitcase will welcome this handy automatic travel iron!

You can put your confidence in—

GENERAL ELECTRIC



The **HOME**—*American Colonial*

The perfect balance and simple lines keynote this Colonial home. The clapboard siding and shutters are a combination often seen in this popular home design. Also typical is the white picket fence and balanced chimneys.

The **ROOM**—*Lancaster Colonial*

The native charm of Colonial is carried to the home's interior by Decorator Marie Stosskopf. The familiar vase turnings in the coffee table legs are combined with a modern, straight leg in the sofa and the Victorian chairs to create a harmonious, livable room.

The **FLOOR**—*Beautiful OAK*

Whether you choose Colonial or Modern Furniture, there is no flooring that will equal the beauty that Oak Flooring adds to the overall appearance of your room. And Oak does not stop with beauty. In all the world there is no flooring that equals Oak in ease of maintenance, durability and "healthfulness."

Experts, agree, too. 96% of all real estate agents, 88% of all contractors, 80% of all architects as well as 83% of all prospective homeowners prefer Oak Flooring. This overwhelming preference is Oak's "4th dimension."

Marie Stosskopf, famous decorator, says,



Send for "Planning and Decorating with Furniture."

Here is a guide to furnishing your home with these popular styles—French Provincial, Colonial, Modern, Tradition and Contemporary. It's in full color with a host of decorators' suggestions for accessories.

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Miss Mary Clarke, Home Service Bureau, Dept. F6
National Oak Flooring Manufacturers' Assn.
Sterick Building, Memphis 3, Tennessee

Please send me my copy of "Planning and Decorating with Furniture." Enclosed please find 10¢ to cover mailing and handling.

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Public Opinion on:

"The Threat to the

Hundreds and hundreds of letters and wires have poured in since the appearance of our editor's challenging article in April "The Threat to the Next America." Of course we're delighted to announce that it is running about 85% in hearty approval. The remaining 15% is divided between those who say we are flogging a dead horse and those who say we are attacking the greatest designers and architects alive.

In the April article we tried to expose a new Cult of Austerity which we believe results from the philosophy and design of what might be called the Bauhaus-International Style and its oft-quoted slogan, "Less is More." We decried its Cubist-fixation, its irrationality, its dogmatism, its fantastic publicity. We said it could lead to a cultural dictatorship and eventually a totalitarian state, if its block-house architecture and design for subsistence living were to prevail.

And now you can read some of the excerpts from the many letters and wires commenting on our stand. We are leaning over backward to include a greater percentage of those opposed than in proportion to those we have received, in order to give the opposition a chance to be heard in our pages, despite the fact that they virtually—and not so virtually—monopolize the pages of other magazines. We plan to continue publishing letters on "The Threat" in future issues. Unfortunately, there are many more than we can ever find space to print.

SURPRISED AND DELIGHTED. DID NOT KNOW YOU HAD IT IN YOU. FROM NOW ON AT YOUR SERVICE.

GODFATHER [FRANK LLOYD WRIGHT]
Phoenix, Arizona

That April issue of yours is full of rich fare; and the point that you yourself make about the irrational nature of so much modern design, and the authoritarian way in which it has been put over, might well be emblazoned in gold . . .

LEWIS MUMFORD
Amenia, New York

The article . . . is direct and forceful. Its general contention is one I am very glad to see declared. I hope you will keep at it . . .

JOSEPH WOOD KRUTCH
Tucson, Arizona

HATS OFF TO YOU FOR YOUR ARTICLE IN THE APRIL ISSUE. WE HOPE THIS WILL START A GENERAL MOVEMENT AGAINST "THE GANG".

J. ROBERT SWANSON AND PIPSAN SAARINEN SWANSON
Bloomfield Hills, Michigan

SHOCKED THAT YOU COULD MAKE SUCH AN ATTACK ON GROPIUS AND MIES VAN DER ROHE FOR THE OBVIOUS PURPOSE OF SELLING "POSSESSIONS."

HENRY HILL, *Architect*
San Francisco, California

Next America"

YOUR ELIZABETH GORDON IS AN UNINFORMED MASTERPIECE AND HER SO CALLED ARTICLE ON DESIGN IS REALLY NOTHING BUT MASS OF SELF-CONTRADICTION INSINUATIONS AND VITUPERATIONS. WHY DON'T YOU HAVE THIS BIGOTED FEMALE EDUCATED BEFORE YOU LET HER PREACH FURTHER.

W. E. Ross
Jackson, Mississippi

Your article . . . is an excellent statement of a very real danger concerning American culture. May I heartily commend your courage, your fairness and the clarity of statement concerning this problem.

Having been connected with a University Art Department for 25 years I have seen this insidious dictatorship in the Arts creep in and dominate completely the artistic thought of the school. This philosophy has been forcibly fed to the public and is offered as an exciting seduction to the students. The same students who are to control the future of art and architecture in the next generation.

This artificial perpetuation of the Bauhaus movement would be ridiculous if it were not so tragic in results. The impact and good which were in the original Bauhaus movement are no longer present and the present sterile travesty of its self-imitation is greatly responsible for the loss of public confidence and has produced a serious lack of social integration.

As Americans we are justly proud of our democratic way of life and in general eagerly defend our rights to make our own decisions. This is not true in the arts—and the cultural dictatorships of our Art Schools is being asserted to such an extent that it stifles freedom and endangers the whole future of culture in "The Next America."

The fault at source lies in the governing bodies and Presidents of the schools and universities who permit this attitude to be imposed on the students. More responsible at the top are either uninformed or apathetic. Why don't you send your article to the Presidents of Harvard, Yale, Illinois, and other universities which should be corrective forces and not criminal agencies. Your article just *might* cause a presidential eyebrow to quiver slightly . . . Thanks for the good work.

Name Withheld by Request

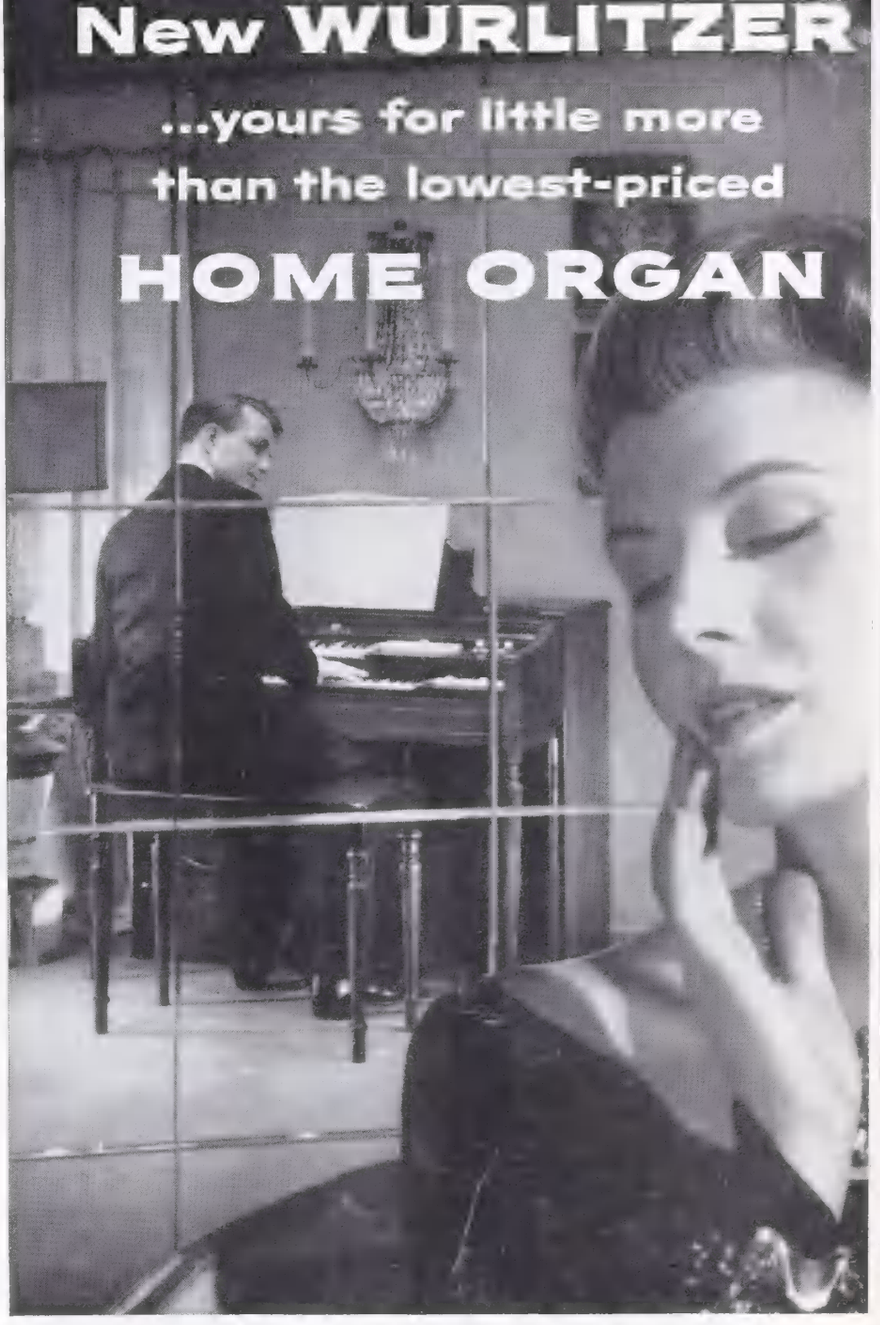
Hurray for you! I've often said that if someone were to stand up in the Museum of Modern Art and shout, "This is all a bunch of nonsense," a bullied and bewildered public would sweep him to their shoulders and elect him mayor. Now you have done it, and you are my candidate. I think your April issue, and particularly your article in it, are wonderful.

William I. Nichols, *Editor*
This Week Magazine

It certainly is heartening that someone at last has the courage to speak out, and thereby give some assurance to the thousands who sit meekly by and see these things happen but have not the courage to disagree . . .

Henry H. Saylor, *Editor*
Journal of the American Institute of Architects

(*Please turn to page* 91)



Let us show you how easy it is to own and play this new Wurlitzer Spinette

Here you will learn how you can own what only the wealthy could once afford—a Wurlitzer Home Organ. From the craftsmen who built the "Mighty Wurlitzer" comes the lowest-priced organ in Wurlitzer history.

This new Wurlitzer Spinette is the first home organ to combine traditional tone for fine music with lightning response for popular tunes. There's nothing to install—you just plug it in and over 1,000 tonal voices are yours to command.

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Learn how even a child can teach himself to play

At no expense, we'll show you ho you can learn to play right in your ow home. Our amazing new "easy-play course is as simple—and as much fu —as going through a magazine.

This course is so unique you ha to see it to believe it. Just fill in th coupon and we'll send you Lesson absolutely FREE. Write for it no

Accept this FREE "easy-play lesson. Play an organ tune in 15 minutes!



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Among the many distinguished concert artists who use the Baldwin exclusively are: Alessandro, Bolet, Carvalho, Copland, Durati, Francois, Gieseking, Johana Harris, Luboshutz and Nemenoff, Munch, Pennario, Pons, Soriano, Spivakovsky, Traubel, Wayenberg.

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HOW MODERN IS "MODERN MUSIC"?

CONTINUED FROM PAGE 20

tion ought to be possible. Can we agree that "modern music" is music composed in our century which in style and thought breaks away from the previous great school, the Romantic? Faulty though this definition may be, it will serve to point out that that is precisely the kind of music which the fewest people like.

LET us assume *you* do not like modern music. You do not like it, but you do not feel easy in your mind about shunting it away from your musical life. You are willing to make some experiments; you want to give it a chance, since you do not wish to live exclusively in the past nor limit your musical horizon. You read modern books and you are at least not indifferent to modern architecture. It doesn't seem sensible to give modern in music the cold shoulder. How can you warm up to it?

I suggest to you, as an introduction to modern music, acquaintance with Sibelius.

Why Sibelius? Because he is not only a most interesting composer who though old is living and contemporary, but he is an arch, wide and firm, standing midway between the Nineteenth and the Twentieth Centuries, bestriding both romanticism and modernity. He is not modern in the sense of the extremists. They would call him old-fashioned. But he is not old-fashioned. He is, in fact, occasionally difficult and problematical to most people except the extremists.

Within Sibelius's music there is to be found a one-man development which ranges from lushly romantic music to music which speaks the acerbic language of our day. For that reason an acquaintance with his work may carry you gradually and, so to speak, painlessly over the barrier. You may find yourself understanding the aims of the new music—its compression, its freedom of individual voices within the structure, etc., etc.—simply by observing how Sibelius himself became a modern and how his music changed.

Long ago Sibelius composed *Finlandia* and *The Swan of Tuonela*. Both are youthful works, as romantic as can be, tone poems which cannot deny their kinship to that ultraromanticist, Franz Liszt. In the year that he published *Finlandia*, Sibelius published his First Symphony. This symphony is strongly influenced by Tchaikovsky. The First Symphony was c posed at the turn of the cent Three years later, in 1902, he p lished the Second Symphony very exciting, thrilling work wh shows a development of style break away from the Ninetee Century. We might call the Sec a combination of romantic modern music, but perhaps m romantic than modern.

His Violin Concerto, compo shortly after the Second Symph is 50 years old today. This i masterpiece from first to last last movement has been descri by a witty critic, Donald Fra Tovey, as a "polonaise for p bears") and is so acknowled It is modern music. No doubt al it. And I believe that if you spond to it you have begun to o come your modern disinclinati It is heartening to note that the certo is today one of the most p ular in the violin repertoire. It popularized by Heifetz, who p it superbly.

From these works Sibelius ceeded to further symphonies, with each his style became m modern. The Fourth Symphon "pared right down to the bon anything superfluous." The enth, finished in 1925, is in movement and is a marvel of struction and intertwining. Thi his last symphony to date. He been working on an eighth many years. He has not reveale anyone whether or not he has ished it, and no one knows whe will be ready to release it.

Such works as the Fourth the Seventh Symphonies may st as true representatives of mod music. If you like them, you modern music.

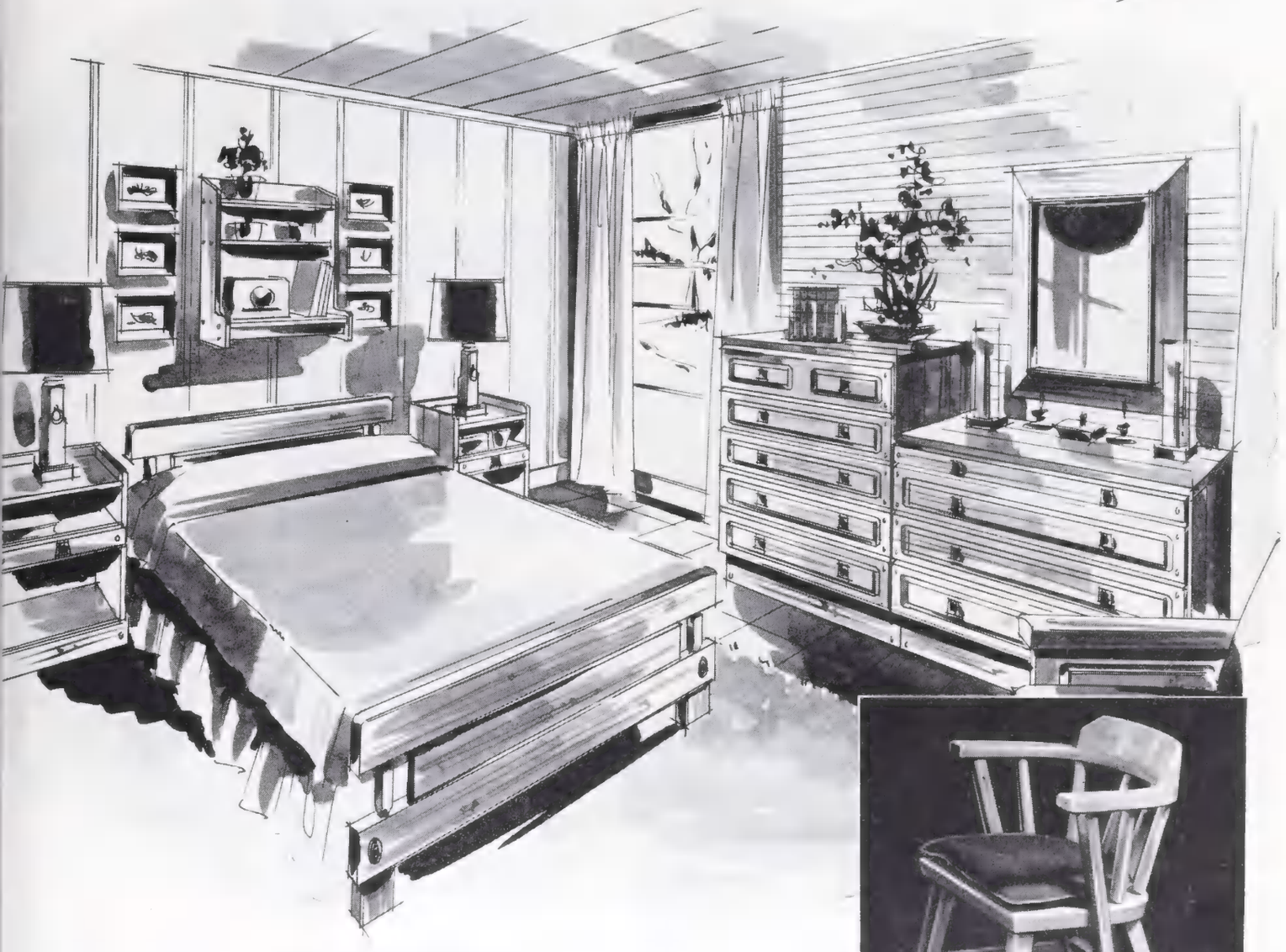
SINCE the Violin Concerto year reaches the half-cent mark, it may be appropriate to member that compositions hav something new to say take abou years before they are apprecia 25 to begin permanence, and 5 become "classics." Sibelius him has written that "scarcely one my best works has met with right comprehension when first formed. They took at least years to succeed." Therefore you hear a new work and do like it at once, do not concl that modern music is another of bitter tea. Give the music t Which is another way of say "Give *yourself* time."

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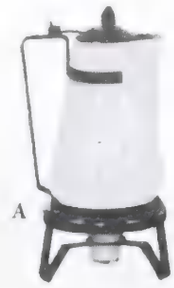


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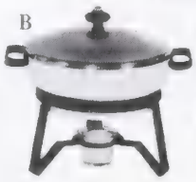
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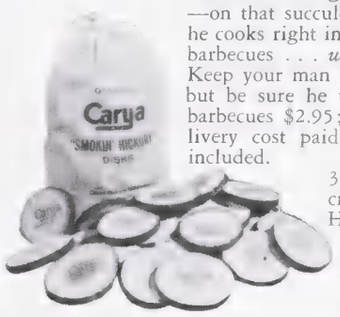


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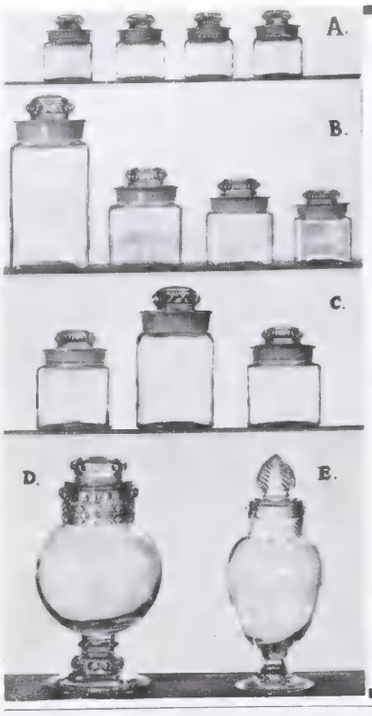
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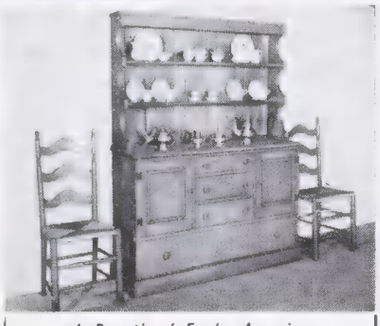
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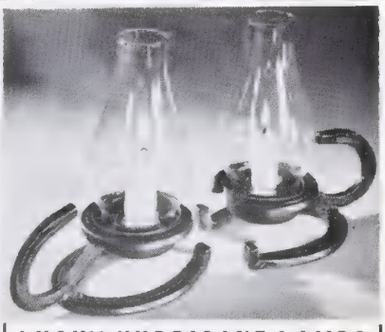


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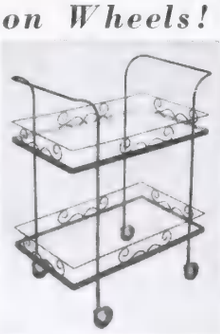
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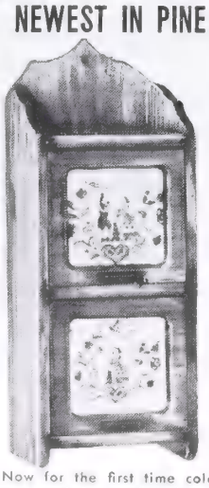
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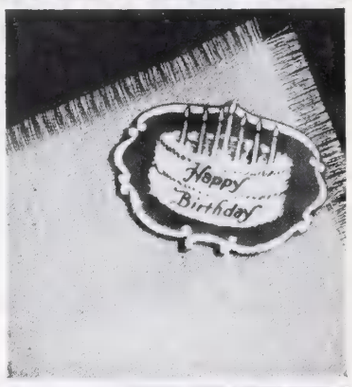
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(*Continued on page* 39)

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CONTINUED FROM PAGE 34

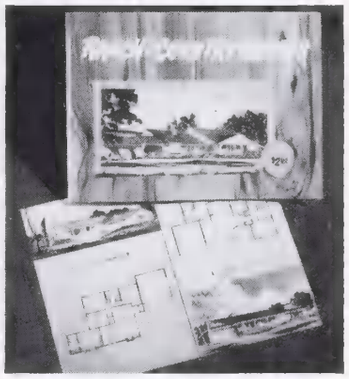
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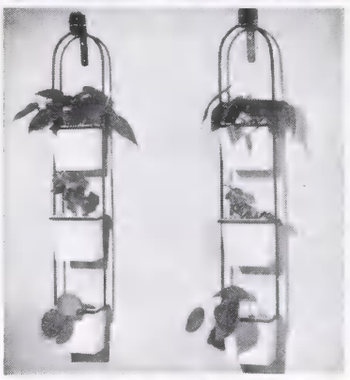
RIDAL SWEET. If we were ride-to-be and someone gave this miniature arrangement for engagement or shower present. d probably name our first child er her. A low white bowl, 4½" le, comes with waxed white cs, blue forget-me-nots, a nch of manzanita, green leaves. l a choice of white, pink, or low sweetheart roses. $4.95 l. Anna Flower Shops, Dept. B. E. Walton St., Chicago 11.



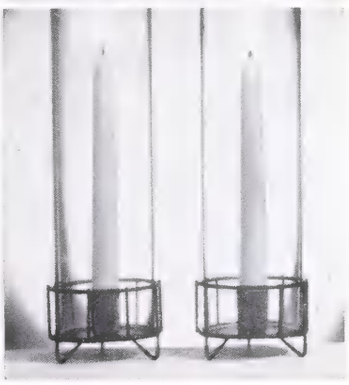
OUR DREAM HOUSE will e on definite outlines after 've gone through this book of *nch & Country Homes*. In it 'll find a group of 120 houses. mplete with pictures and floor ns. Who knows, if you wish g and hard enough, one of m may be yours. $2 ppd. rking drawings and specifica- s available at moderate cost. nch and Country Homes, 5762 Pico Blvd., Los Angeles.



PPER BRACKET to make garden spot on your wall is triple planter. Black wrought- n rack holds 3 ivory colored stic containers, removable for t sunning. For your porch, akfast room, or between the dows in the living room, it 's a planter's panel to your mer decoration. With hanger. plants, $3.95 each ppd. Penn stics, 39-43 43rd Ave., Long nd City 4, N. Y.



O FOR THE SHOW. We w you these because we think 'll like the way they look on r terrace or spring dinner le; and because we *know* 'll like the way their price reads. The black iron bases about 3" in diameter. The r glass chimneys are 10¾" . $4.50 the pair ppd. Crysta- , 485 Lexington Ave., N. Y. C



WITH OUR COMPLIMENTS...

Please accept this Gift from Paris





AN EXQUISITE PERFUME FLACON WORTH $4.00

IF YOU JOIN THE AROUND-THE-WORLD SHOPPERS CLUB NOW:

TO demonstrate the quality and uniqueness of the Around-the-World Shoppers Club selections sent to members every month from abroad, we want to send you this beautiful purse-size perfume flacon, with our compliments if you join the club now.

A duplicate of this charming gift was actually purchased in a large New York department store for $3.95. It is typical of the values and quality of the gifts our members receive every month for only $2.00, postage paid, duty free.

Imagine yourself shopping in the tiny villages and the big cities of Europe, Asia, Africa, South America, the Near East and the Far East. Imagine yourself examining the hundreds of unusual articles peculiar to each foreign land, many of them hand made, then selecting the very choicest in interest, usefulness, beauty and value, and having them sent to you for only $2.00 each!



Yes, you can now enjoy the thrill of receiving a surprise package every month from France, Italy, Spain, Holland, Sweden, England, India, Japan or some other distant shore—for only $2.00, delivered to your door. You pay no postage, no duty. The value is guaranteed to be more than satisfactory to you in every instance.

How, you ask, can this be done? The secret is in the new, unique service offered by the Around-the-World Shoppers Club—plus the magic of the American dollar. Foreign nations are in urgent need of American dollars to support native industries. They are glad to offer tremendous merchandise values in exchange. Thus you get more for your money—and at the same time you are doing your bit to improve world conditions by lending a helping hand to our neighbors around the world.



CONVERSATION PIECES FROM ABROAD

Our representatives abroad are constantly searching for the best items and the biggest bargains available. They not only attend the great international fairs and exhibitions, but they travel the highways and byways of foreign lands to discover the unique, the unusual, the beautiful articles which are destined to become conversation pieces when worn, displayed or used in America.

A THRILLING SURPRISE EACH MONTH

With each package will come the fascinating story of the origin and significance of the article you receive—adding glamour to each shipment.

Think of the fun of receiving such exotic "surprise packages" month by month! It is like shopping around the world! That is the thrill of membership in the Around-the-World Shoppers Club. Each month you'll look forward to the arrival of your foreign shipment with eager anticipation. Each month you'll experience the crowning thrill of the treasure-hunter when you open it to see what delightful surprise it has brought.

YOU PAY NOTHING EXTRA FOR MEMBERSHIP

It costs nothing to join the Around-the-World Shoppers Club. There are no membership fees or dues. You pay only for the regular monthly selections of merchandise on any of the following plans:

3 MONTHS MEMBERSHIP
(3 consecutive shipments).....$6.00
6 MONTHS MEMBERSHIP
(6 consecutive shipments).....$11.00
12 MONTHS MEMBERSHIP
(12 consecutive shipments).....$20.00
(Note: the U. S. Post Office Dept. charges a service fee of 15c for delivering foreign packages, which is collected by your postman and cannot be prepaid.)

YOU CAN CANCEL AT ANY TIME

You may cancel your membership at any time (please give 30 days' notice to allow for transmittal to our foreign office) and the unused portion of your payment will be refunded in full. Even better, if you are not delighted upon receiving your first regular monthly selection, you may keep it *free of charge* along with your perfume flacon gift and receive a full refund of the *total amount paid*.



EXTRA REWARD FOR JOINING NOW!

Why not start your membership right now, while you can have a beautiful French perfume flacon as an EXTRA GIFT sent to you direct from Paris, and get the benefit of the really remarkable values now available? You won't want to miss a single shipment!

Use the coupon below or write, enclosing remittance for the membership term desired.

GIVE A MEMBERSHIP TO SOMEONE SPECIAL!

What could make a more interesting and out-of-the-ordinary gift than a membership in the Around-the-World Shoppers Club? Who would imagine that such lovely foreign products cost only $2.00 each in American dollars? Month after month they are delivered to the recipient from abroad to serve as continuing reminders of your thoughtfulness.

Around-The-World Shoppers Club, Dept. 768, 24 Treat Place, Newark 2, N.J.

READ WHAT MEMBERS SAY ABOUT THE CLUB:

"I have enjoyed your 'international treasure hunt' so very, very much. A membership would make a wonderful present to give someone!"
—*K.H.H., Melrose Park, Ill.*

"It has been so thrilling receiving gifts from around the world. I have loved every one of them."
—*Mrs. U., Monmouth, Ore.*

"Thus far I have received two articles — and am still speechless with surprised pleasure!"
—*Mrs. J.S.S., Winston-Salem, N.C.*

"Just anticipating the coming of a 'surprise gift' has been fun and a real lift!" —*S.K.F., Troy, N.Y.*

(Note: All original letters are on file in our office)

Around-the-World Shoppers Club, Dept. 768
24 Treat Place, Newark 2, N. J.

Please enroll me as a Member and send me my perfume flacon, direct from Paris, as an EXTRA GIFT. Also start regular monthly shipments of the club's selection of foreign merchandise, to be shipped direct to me from countries of origin and to continue through the following term of membership:

☐ 3 Months Membership.....$ 6.00
☐ 6 Months Membership.....$11.00
☐ 12 Months Membership.....$20.00

I enclose remittance for $.....

Name.....
(Please Print)
Address.....
City & Zone.....State.....

☐ Do not personalize any items, as I may wish to use them as gifts.
☐ For those items which you will personalize, please use the following initials.....

References: Franklin-Washington Trust Co., Newark 2, N. J.

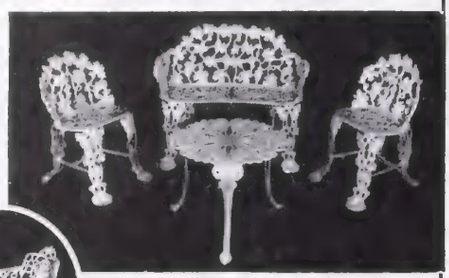
AUTHENTIC CAST IRON and CAST ALUMINUM REPRODUCTIONS

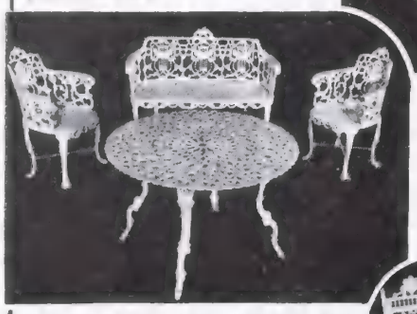
Painted in long lasting white. Graceful . . . strong . . . fashioned by skilled craftsmen.

Right: **Delicate Grape Pattern**

Settee #500	32" long	$22.50
Chair #502	16" long	$13.50 ea.
Table #130	17½" high, top diam. 21½"	$10.00

Price on this set is same for Cast Iron or Cast Aluminum. Specify which. For chairs with arms, add $4.00 ea. For 39" wide settee, add $2.50. Oblong table for same price if you prefer.





Left: **Rose and Lyre Set**

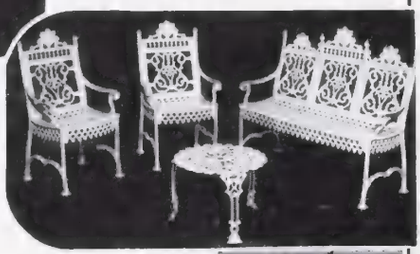
Aluminum		Cast Iron
$80.00	Large Settee #400 44" wide	$65.00
$42.50	Table #100 42" diam., 27" high	$35.00
$39.00 ea.	Chair #402 ea.	$32.50

Below: **Early Victorian Group**, Cast Iron only

Settee #520HA — $45.00
37" high, 18" deep, 44" wide

Chair #521HA — $24.00
37" high, 18" deep, 21" wide

Table #522HA 13½" high, 19" diam. $10.00





Left: **Aluminum Wall Bracket.** To display a favorite plant in style. 12" long, 10" high. Pot not included. **$3.75**

Lower left: **Occasional Table #150.** Beautiful lace design. Original is over 100 years old. A true copy with glass or marble top, 30" high, top diam. 20".
Glass top **$24.50**
Marble top **$29.50**





Left: **Oval Top Antique Flower Box.** True copy of Italian pattern. 23" long by 15" wide on top. 21" high. Ornamental design. White. **Only $21.50**

Right: **Flower Stand.** To display African Violets or other hobby plants. White. 11 movable arms, ranging from 14" at base to 7" at top. Flowers and pots not included. **Send $24.50**



Send check or money order. Crated free. Freight or express collect. Specify which. Send for catalog of other items.

J. F. DAY & CO.

Dept. B-6, 1901 4th Ave. South, Birmingham 3, Ala.



Amazing results guaranteed!

RE-FINISH worn Silver in just FIVE MINUTES!

New finishing solution is applied with a cloth —instantly restores worn spots. Free trial!

We were skeptical too . . . until we tried it. "RE-FINISH," the new silver-finishing liquid, contains pure silver. Apply it to any silver-plated article, and like magic . . . worn spots disappear. The new silver coating will not wash or peel off. Saves you the cost of expensive electro-plating; gives worn silverware that "brand-new" look again! Try it at our risk; if not delighted, your money is instantly refunded. Trial 4 oz. bottle, $4. Economy 8 oz. size, $7.

Magic tarnish-preventing bag free with $7 size! Write for our unique gift catalog!

MARKET COMBERS

Box 3282F, Atlanta, Georgia, Dept. 2F



"666"

COPPER CASSEROLE

A French style casserole of gleaming copper, lined with pure block tin. Handles and knob of snug fitting cover are of brass. For buffet suppers and every day meals, cook and serve right in it.

Look for the "666" stamped on the back, then you know you have the best.

¾ quart	$ 9.30
1½ "	13.75
2½ "	16.95
3½ "	20.95

Prepaid anywhere in the U. S. A. No C.O.D.'s, please.

Write for our complete folder on other "666" specialties.

21ST & 6TH AVE

Bazar Français
EST 1877

666 SIXTH AVE. NEW YORK 10, N.Y.
between 20th & 21st St.



BUILT-IN TABLE MANNERS

designed to please the most particular people

Tilt Top Tillie Table—time tried. Quality proved. COMFORT PREFERRED!

reading—writing—television meals—the table that helps with everything.

Genuine walnut top (24" x 15") tilts to your desired angle. Steel base adjusts height 22" to 36"—glides under bed or chair either right or left.

only $24.95 prepaid

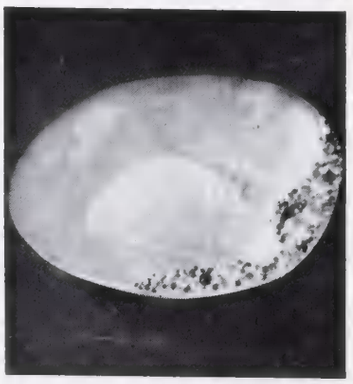
Franklin Table Co.
116 N. 4th St., Louisville, Ky.



WINDOW



YES SIR! THAT'S YOU BABY'S very own plate, a just to make sure that the wh household knows it, his full na is hand lettered under glaze. low the name is the date of bi Old-fashioned sampler design tures the beloved child's pray "Now I Lay Me Down to Slee Nice to hang in a nursery. plate, $2.95 ppd. Send name date. Massonette Co., RFD 1, 96. Long Branch, N. J.



TREASURE OF THE DEE This might have been found the ocean's floor, caressed favored by the sea for yea precious and hidden as a sec Real mother-of-pearl lustrous shell, encrusted with rhinesto and pearls, makes this a rare lovely ash tray. 8" size. $17. 7", $14.50; 5", $9.50. Ppd. Village Vendors, 11733 Barri ton Court, Los Angeles 49, Ca



EAR-RESISTIBLE ARRO seems to pierce this pretty e but that's only Chief Blue Eagle's way of making his lov designs even more intrigui Actually, the earrings have re lation screw-on backs. Order th in 18k gold plate or in sterl silver for $2 the pair. In copp they're $1. Tax and postage cluded. Old Pueblo Traders, 4035, Dept. HB, Tucson, Arizo



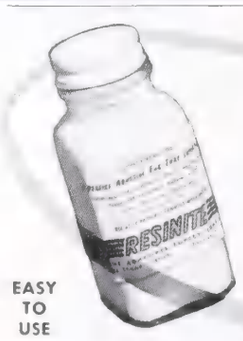
Musical Knocker

To strike a note of hospitality on your fro door, is 6" long, is easily installed with two woo screws. Send it as a housewarming present to music lover. Or send it to the man who co plains about having to face the music when he late getting home.

Solid brass ..... $5.95 Pp
Black satin finish ..... $3.95 Pp

Gift catalog 10¢

TENNESSEE CHROMIUM PLATING CO.
206 Louise Ave. N., Nashville 5, Tenn.



EASY TO USE

THE PERFECT ADHESIVE FOR HOUSEHOLD REPAIR

Mend it yourself—with RESINITE

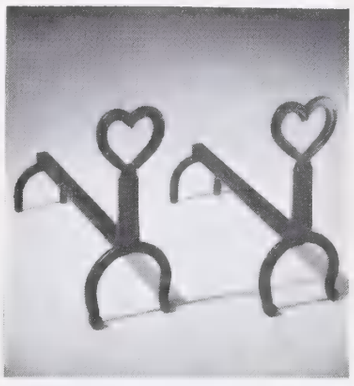
Used by art experts, museums, antique dealer to mend and restore priceless objets d' art. Nov available for use in your own home — to repai broken china, crystal, ceramics, wood, metal plastics. Resinite glues practically anything t almost everything. Dries flexible and transparent. *Order today* **$1.00** post-paid

Frederic Adams Co.
Dept. 16 6150 ST. MORITZ DALLAS, TEXA

SHOPPING



RTS AT THE HEARTH ıade of real pony shoes and crown a perfectly delightful of small andirons. Now, when nes to luck, the cricket will to play second fiddle. The ons, Early American in de- are made for small fire- s, are very distinguished and letely "un-dinky" looking. iron, 12″ high, 14″ deep, 5 postpaid. Horseshoe Forge, gton, Massachusetts.



AT'S YOUR SILVER TERN? And wouldn't you sterling steak knives in it? are now available in all patterns of Gorham, Reed rton, Wallace, and Interna- . The price is $6.75 per A few heavier patterns are ly higher. With orders of 4 re you get a tarnish-resistant gany chest. Tax and post. Norwich Gift Shop, 323 St., Norwich, Conn.



KING screws on any quart- ıason jar or mayonnaise jar. shake some of the powdered xin into the trap. This toxin fatal fascination for flies ids your kitchen, porch or e of them in short order. the jar is full, throw it and screw the trap onto er. Trap and two-month y of powder is $1.59 ppd. ercraft, 212B Summer St., n 10, Mass.

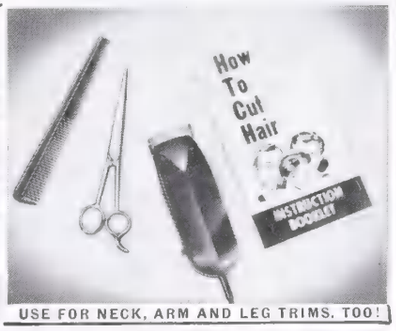


LECTRIC HAIR CLIPPER SET

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ves families up to $100 year

BARBER KIT has detailed instruction book s you step by step how to cut hair with groomed look. Anyone can do it! Saves e in children's haircuts, alone. Set in- *instruction book, barber shears,* tapered and heavy duty *electric clippers.* Just plug ular AC home outlet, and follow simple ctions. Pays for itself in weeks!
PLETE KIT, POSTPAID..... **$9.95**
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rtisan galleries
J. HASKELL DALLAS 4, TEXAS



USE FOR NECK, ARM AND LEG TRIMS, TOO!



ALL STEAMED UP over this coffee-pot shadowbox. Perfect spot for your little doodads from secret pals in faraway places. An elegant decoration for any wall in the home. A gift your friends will treasure. SATISFACTION GUARANTEED.

Black iron. Height—14″. **$4.50 Ppd.**

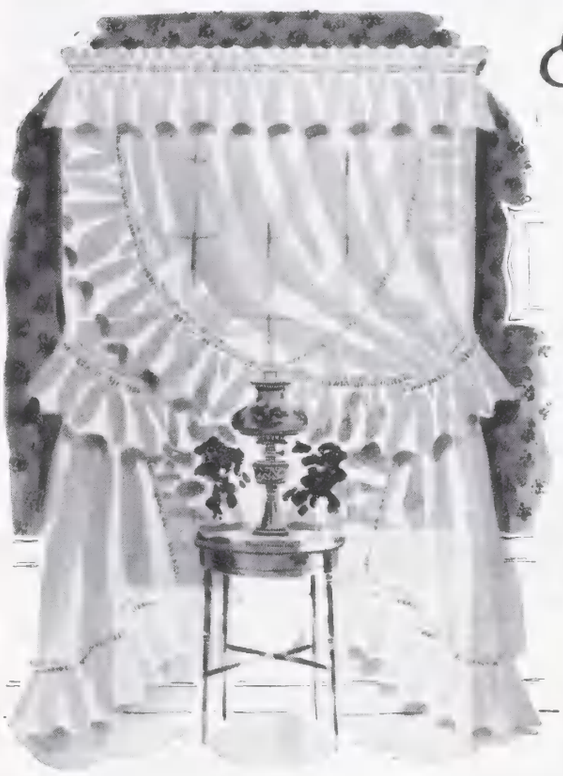
No C.O.D.'s please.

Matching pieces available.

Fitzwater Enterprises

Dept. HB6, 2904 W. Hillcrest Ave., Dayton 6, Ohio

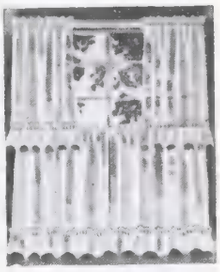
NOW! Extra low prices on NYLON CURTAINS in 5 COLORS at



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"in better homes everywhere"

30 Sizes . . . 3 Styles
70 Denier Nylon





Guaranteed by Good Housekeeping — REPLACEMENT OR REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

SAVE $2 to $13 A PAIR

100% DuPont Nylon Curtains featuring all of Nylon's magic qualities, in pastel shades . . . Whatever your choice in style, size or color, you'll find it here at prices so low you must be amazed. And every single pair is guaranteed finest quality Nylon. Immediate delivery on mail orders anywhere in the U.S.

COLORS . . . Pastel shades of Buttercup Yellow, Rose Pink, Seafoam Green, Wedgewood Blue, Ivory White.

RUFFLED (5½″ babyheaded, permanently stitched ruffles)

Width to Pr.	Length	Usually	NOW
90″	36″	$ 4.98	$ 2.98
90″	45″	5.49	3.49
90″	54″	5.98	3.98
90″	63″	6.98	4.49
90″	72″	7.98	4.98
90″	81″	8.49	5.49
90″	90″	8.98	5.98
90″	99″	9.98	6.49
168″ (Double)	72″	16.98	9.98
168″ (Double)	81″	18.98	10.98
168″ (Double)	90″	20.98	11.98
168″ (Double)	99″	22.98	12.98
246″ (Triple)	72″	23.98	14.98
246″ (Triple)	81″	26.98	15.98
246″ (Triple)	90″	28.98	16.98
246″ (Triple)	99″	30.98	17.98
330″ (Quadruple)	90″	36.98	24.98

TAILORED (Double stitched side hems)

78″ Wide to Pr.	Length	Usually	NOW
"	36″	$ 3.49	$ 1.99
"	45″	3.98	2.39
"	54″	4.49	2.79
"	63″	4.79	3.19
"	72″	4.98	3.59
"	81″	5.49	3.98
"	90″	5.79	4.39
"	99″	5.98	4.79
"	108″	6.49	5.19

TIERS (Illustration shows two pairs)

78″ Wide to Pr.	Length	Usually	NOW
"	30″	$ 3.49	$ 1.99
"	36″	3.98	2.19
"	40″	4.49	2.39
"	45″	4.98	2.59

MONEY-BACK GUARANTEE WITHIN 30 DAYS IF NOT SATISFIED

godell's
31 West 27th St., N.Y. 1

WHY SUCH AMAZING VALUES?

Because Godell's specializes in fine curtains, has enormous buying power plus great savings in production and distribution, which are passed on to you.

IN N.Y. VISIT US OR PHONE MU 5-5353

On N.Y.C. orders add 3% tax

GODELL'S (Dept. N-6A)
31 West 27th St., N.Y. 1

MAILING CHARGE: To prepay add 30¢ for the first pair, 10¢ each additional pair.

Please send the following 100% DuPont Nylon Curtains
Ruffled ☐ Tailored ☐ Tiers ☐

Quantity	Size	Color	Price

Check ☐
M.O. ☐
C.O.D. ☐

Name_____
Address_____
City_____



An Unusual and Superlative gift for a birthday, wedding or graduation

I draw each and every piece by hand on specially rolled copper, then antique and polish it to a lustrous protected finish. Mallards, three Old English initial or and College Seal may be ordered.

My work is sold exclusively by me and each item bears my signature:

Henry W. Longfellow

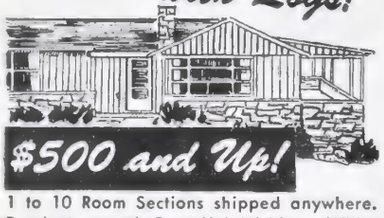
Waste Basket Approximately 14" high-10" oval $15.00 Postpaid

Please write for catalogue of complementary pieces.

HENRY W. LONGFELLOW Weston 93, Massachusetts

BUILD FOR LESS

with Logs!



$500 and Up!

1 to 10 Room Sections shipped anywhere. Ready to erect! Beautiful Michigan White Cedar vertical half-logs. Variety of designs makes them ideal for vacation or year 'round homes as well as motels or tourist cabins.

SEND FOR FASCINATING BOOK



"50 LOG CABIN PLANS" is packed with practical know-how. Shows how to build your own at great savings. 50 floor plans and drawings. Send only $1.00, postpaid. No C. O. D.

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Dept. B-6
1218 W. Walnut St. MILWAUKEE 5, WIS.



Weathervane and Cupola

Make your home attractive with this popular cupola and weathervane combination. Cupola made of sturdy pine with white paint primer applied—all have copper roof. Complete with wrought iron weathervane—ready to install on any type roof.

No. 10-C	25" high, roof 19" sq.	$30.82
No. 11-C	30" high, roof 23" sq.	$35.73
No. 12-C	34" high, roof 28¼" sq.	$46.53

All combinations shipped express collect.

Weathervane only—$8.75 postpaid. Height 24", arrow length 21½". Complete with roof saddle and screws. Fits any roof.

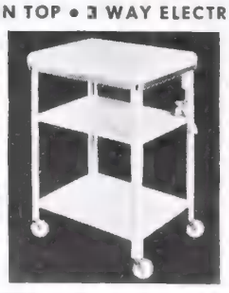
New catalog of wrought iron hardware only 25¢.

WILLIAMSBURG BLACKSMITHS
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NEW UTILITY TABLE *HAS 101 USES IN HOME*

PORCELAIN TOP • 3 WAY ELECTRICAL SOCKET ■ 3 COLORS



A lifetime, utility table—made of durable steel, finished in 3 color combinations—red & white, yellow & white, or all-white baked enamel. Adjustable shelves. 3 way socket with 6' electrical cord. Use in kitchen, bathroom, sickroom or laundry. Size 17" x 22" x 31" high. Specify colors when ordering. No C.O.D's. Shipped Postpaid. **12.95**

KATHY KING PRODUCTS CO.
850 Euclid • Dept. 1 • Cleve. 14, Ohio

CHAISE PADS RE-COVERED $5.75



Don't throw away your old pad for chaise longue, swing, cot or glider . . . Recover the inexpensive way with TY-ONA-PAD, which slips right over a standard 24x72 pad and fastens with elastic ribbon and cotton ties. . . . TY-ONA-PADS are made of high-grade duck edged in white piping. . . . Vat-dyed, water-repellent, mildew-resistant. . . . Colors: green, yellow, rust or blue. . . . . postpaid $5.75

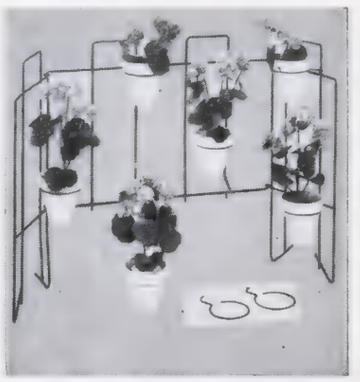
Custom made larger sized TY-ONA-PAD for covering pad up to 30x72 available at . . . . . postpaid $6.75

No C.O.D.'s please. Write for catalogue showing patio and beach pads, officer chair covers, pillows, etc.

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LOS ANGELES 1, CALIFORNIA



WINDOW



A COLD, COLD HEAR will be transformed into a garden spot if you mask y summer fireplace with this bl wrought-iron screen. It has 25" x 25" center panel, two 25 10" end panels for hanging ei 4" pots of ivy or red geraniu Rings are adjustable for vari $5.95 plus 35¢ post. White with artificial geranium, $1 ea Ppd. Foster House, 15 Cole Co Princeville, Ill.



PARK A BENCH on y lawn, watch your family guests play tennis and croquet lawn bowling, and your prett summer dress won't be gr stained nor will you be chil when they're through. Wonde price and usefulness, the P Settee is made of ash slats, oi natural finish, and galvani iron. 4' 6" long, $18.25; 6', $19 F.O.B., J. W. Fiske Iron Wo 78 Park Place, New York 7.



LIKE CLAM CHOWDE The New England concentr that's made from clean, fr meaty Maine clams and potato A whole meal in itself, won ful for children's lunch afte morning on the beach. Wonde for Sunday night supper a your guests have gone. La 15-oz. can: $2.95 for 6; $5.45 12. Add 50¢ W. of Mississi Jack August's, 5 Bridge St., D B. Northampton, Mass.



HAWAIIAN TORCH LIGHT

Authentic Hawaiian Torch Lights will add atmosphere to your outdoor party. Practical as well as festive, they have been used to light luau parties in the islands for centuries. Complete with wick $4.85 including postage.

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Trim-Master





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Very light and eas handle. Just push it one hand — autom sickle-bar cutting-action clips grass weeds. Rubber tire provides good t tion. BOLENS TRIM-MASTER t easily just about anywhere — al walks, sides of buildings and fen around flower beds and trees, un shrubbery. Adjustable handle. M lawn trimming easy. Order today f

BOLENS PRODUCTS DIVISION, 22 South Park St., Port Washington,

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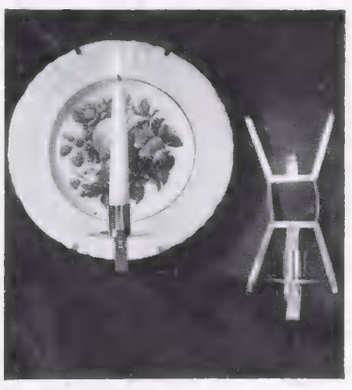
LING LIGHTHEADED, frisky poodles will lose heads to give you a light. lack or white pottery, they happily on a coffee table, up a dinner table, or keep on a guest's night table, offer lighter service par ex- ice! They are 4½" high, a wonderful $2.75 the pair, Malcolm's, 524 N. Charles Baltimore, Md.



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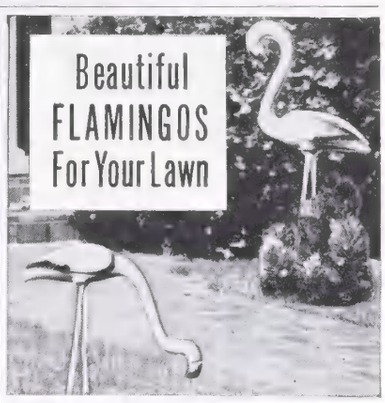


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mess, dirt . . . no paper, kindling! vides a perfect charcoal fire for ling steaks, franks, barbecue. The et's simple. Each individual piece harcoal is chemically treated. The ted paper of the bag ignites the nical which quickly kindles the coal into a red glowing fire. Reci- in each carton. 30 lb. carton of 1 bags $5.50 express paid. East of s. only. Send check, money order. C. O. D's.

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For Your Goldilocks

A child's own place in the sun—not too big, not too hard, not too soft. J-u-s-t *right*!

Aluminum frame folds flat, has non-skid, rubber-tipped legs. Striped canvas seat is sturdy and gay as a beach umbrella.

26" high 14" wide

$3.50 each postpaid

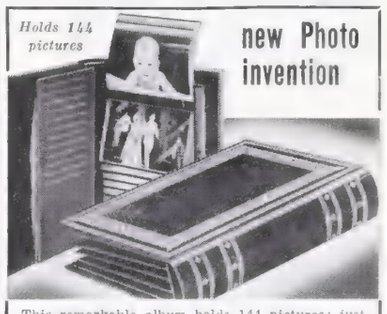
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Page & Biddle

21 Station Road Haverford, Penna.

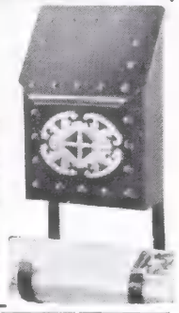
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Postpaid **$27.50**
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A charming accent—

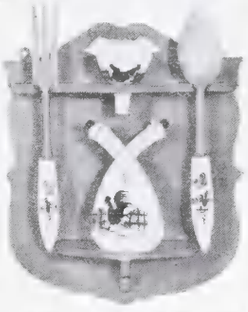
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and creamer

is a handsomely silver-plated modern adaptation of a classic motif—so perfect for use with modern or traditional accessories—so versatile in various imaginative table settings for today's brides. The set, 10.00

LORD & TAYLOR

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You'll welcome both with anticipation when you hang this attractive Chef Salad Set to "toss the salads." It is a charming wall rack of Pine with notched rack to hold the ceramic funnel and ceramic handled wooden fork and spoon. On the shelf below nestles a twin jug for your choice vinegar and oil. Hand decorated. Imported. 14" overall height.

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Plus 35c shipping charge

Order by mail—All Helen Gallagher gifts must delight you or money refunded.

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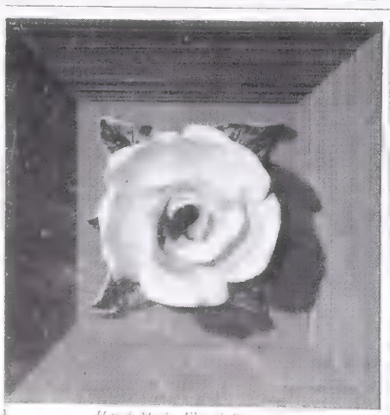
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Distinctly different; no two exactly alike; flowers hand-formed and hand painted. Choice of Rose or Wild Rose Shadow box of combed wood. Box 12" x 12". Flowers 5 to 6". Allow 2 weeks for delivery.

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Same training for those who cannot come to New York. Practical, useful and intensely interesting.

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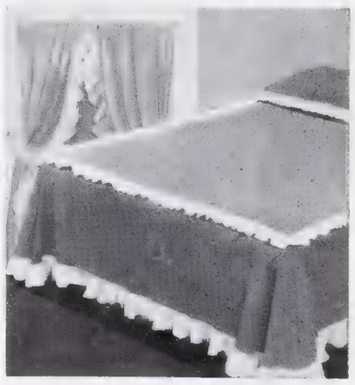
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LET'S STAKE A BATH down, for the birds in the se est part of your flower ga and they'll flock with feather els for fun and washing. "Safe'n Lite" bird bath is metal and portable. Just snap porcelain enameled bowl on green iron ornamental base it stands 28" out of the gro Bowl is 16½" in diameter. deep. $4.95 ppd. Downs & Dept. 1140, Evanston, Ill.



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UP IN THE AIR, this is the airline stewardess serves —on a compact plastic lap t each dish fitting into its own c partment. Now you can enjoy same convenience in front of or in bed. 10¾" x 12½" tray is fitted with ivory pla dessert bowl, 2 tumblers, co cup, salt and pepper shak 9-piece set, $5.95; 2 sets. Ppd. Benshoof Products. K-151, Parsons, Kansas.

Design 315



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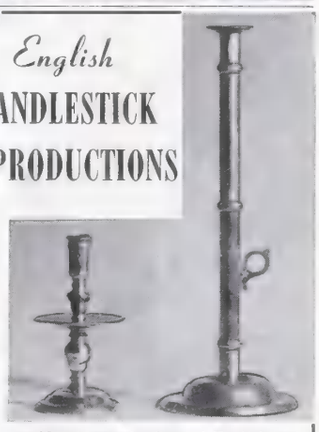
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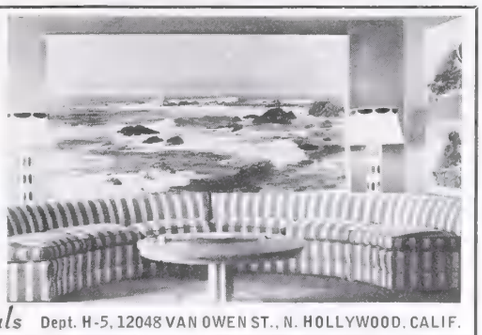
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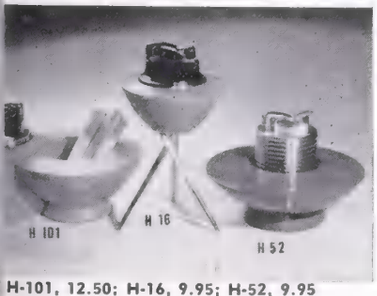
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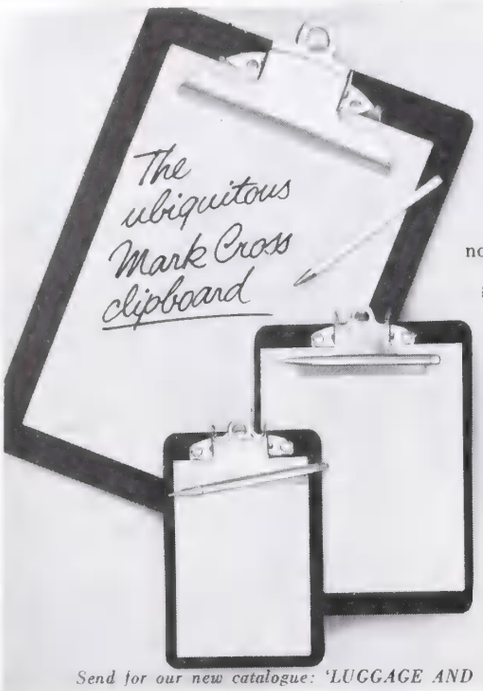


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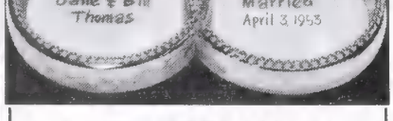
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#212 Country Doctor	**#128 The Hunter**
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A BRIDE IDEA

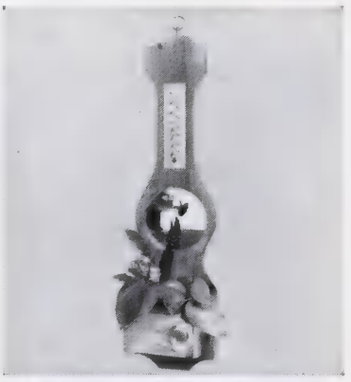
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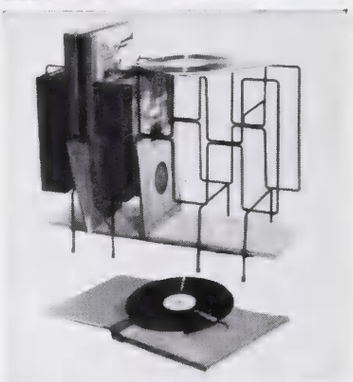
WINDOW SHOPPING



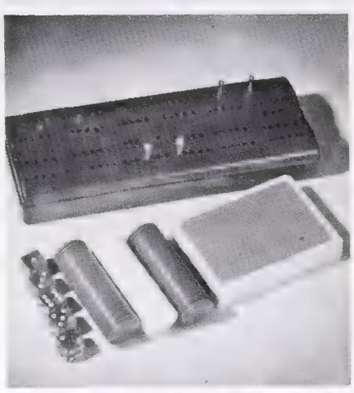
TRULY TRULY FAIR be the climate of your roo you hang this pine Banjo T mometer on the wall. It not gives you the temperature, the round mirror gives yo primp spot for powdering nose; the planting trough removable plastic liner gives a garden spot. In a honey fi 25½" long, 5½" wide, $5.95 35¢ postage. Helen Galla 413 Fulton St., Peoria, Illi



ARISTOCRAT OF T BREAKFAST TABLE. think this is one of the n presents you can give anyo week-end hostess, bride, or h day girl. It's a chrome-plated that serves you toast, jelly, napkins in one gleaming Complete with two glass jars pleasant price is $4.95 ppd. C from Interior Trends, 25 U hill Avenue, Brooklyn 38, N



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(*Continued on page* 49)



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The Plymouth Cranbrook Convertible Club Coupe, shown at the Shadow Mountain Club, Palm Desert, near Palm Springs, Calif.

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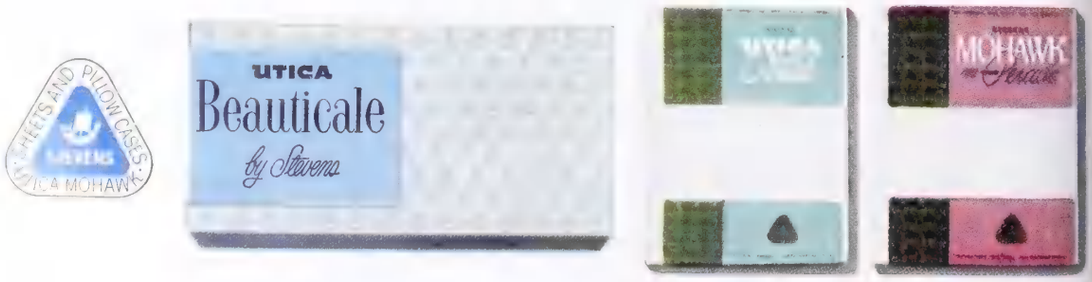


This Phoenician boat, with its all-seeing eye on the bow, identifies every Stevens Utica-Mohawk package.

Look

for this boat on every package of

STEVENS UTICA-MOHAWK PERCALES

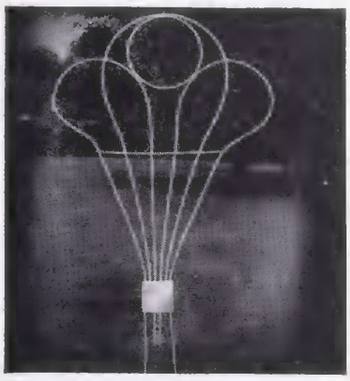




WINDOW SHOPPING

(*Continued from Page 46*)

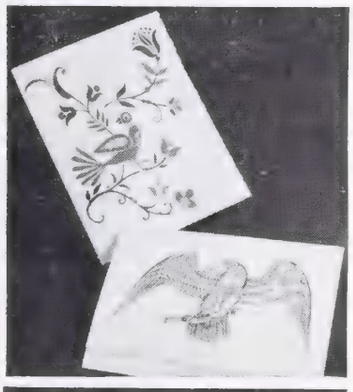
SE QUEEN" is an all- ier aluminum rose trellis is regal indeed. It's rust- ant, non-corrosive, sturdy, made to withstand the ele- s the year around. It is 6′ and 4′ wide and has six y legs that anchor it firmly e ground. You need never its rotting like a wooden s. $12.95 ppd. Old Copper Farms, R. D. 2, Box 198, field, N. J.



SE PERFUME rids every of unpleasant cooking odors nustiness. You pour the de- is fragrance into the candle u lovely, clean freshness per- es every corner. Use it in the oom, closets, kitchen, bed- s. Wrought-iron holder, can- and 1-oz. bottle of Blue e or Trefle fragrance, $2.50, Edco Fragrance Inc., 252 an Ave., Brooklyn 22, N. Y.



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E FISHIN'. And there's lling *when* he'll he back if s the Fishing Kit Stool with Folded, it's an easy-to-carry of heavy canvas whose zip- pockets protect his gear. , it's a very comfortable seat e aluminum legs will support ically any weight. It weighs 3 pounds, costs $10.50 ppd. a, Appleton Co., Sansom at fth St., Philadelphia.

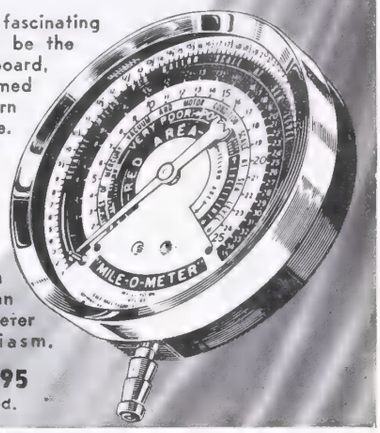


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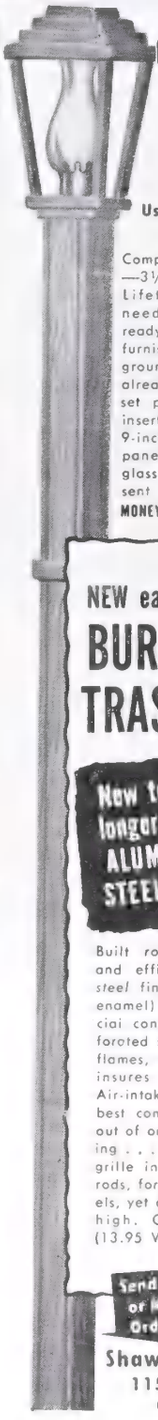


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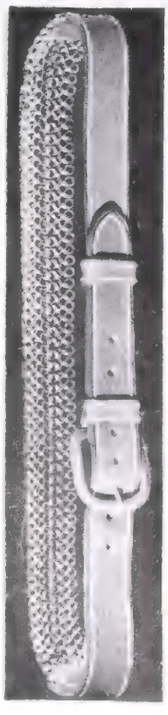
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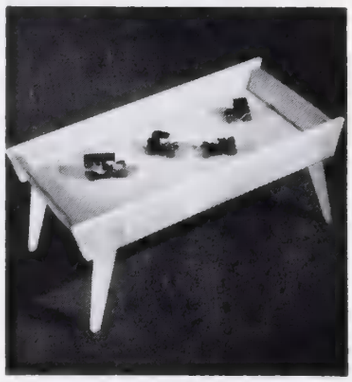
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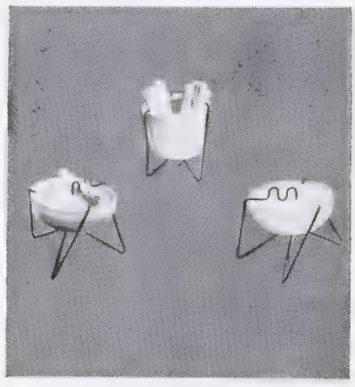
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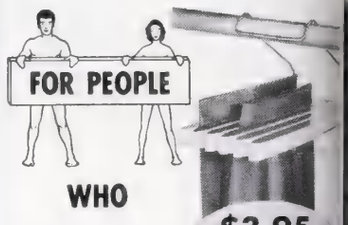


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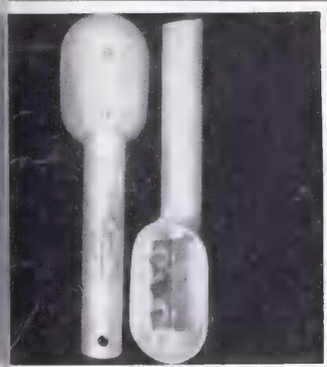


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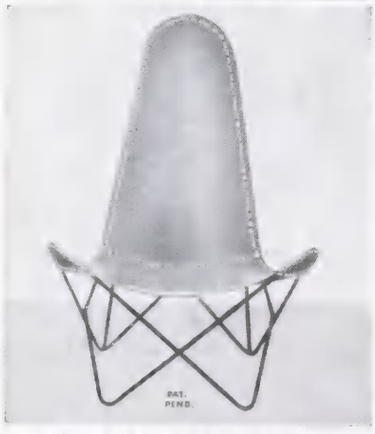
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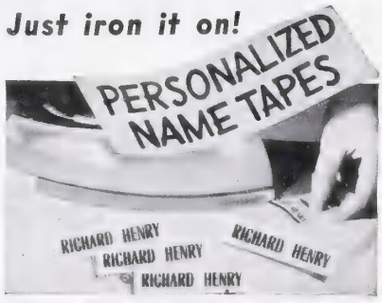


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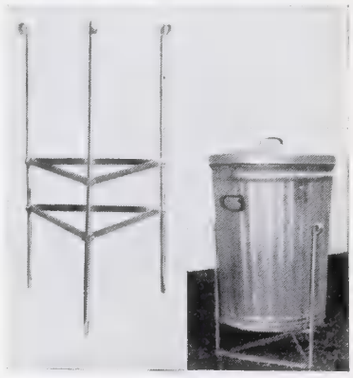
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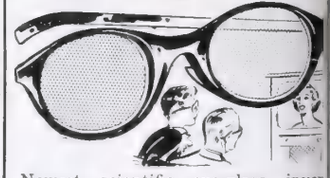
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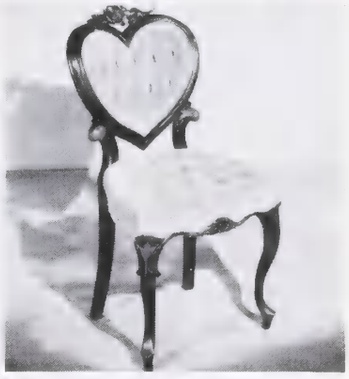
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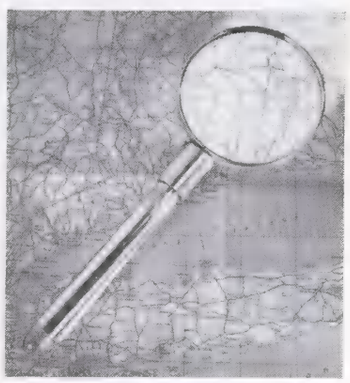
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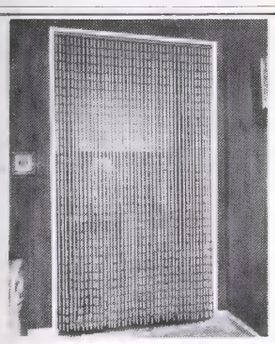


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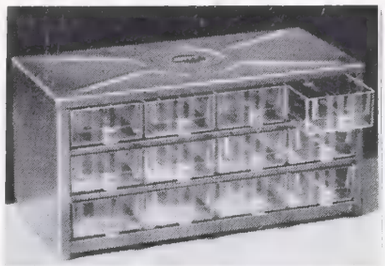


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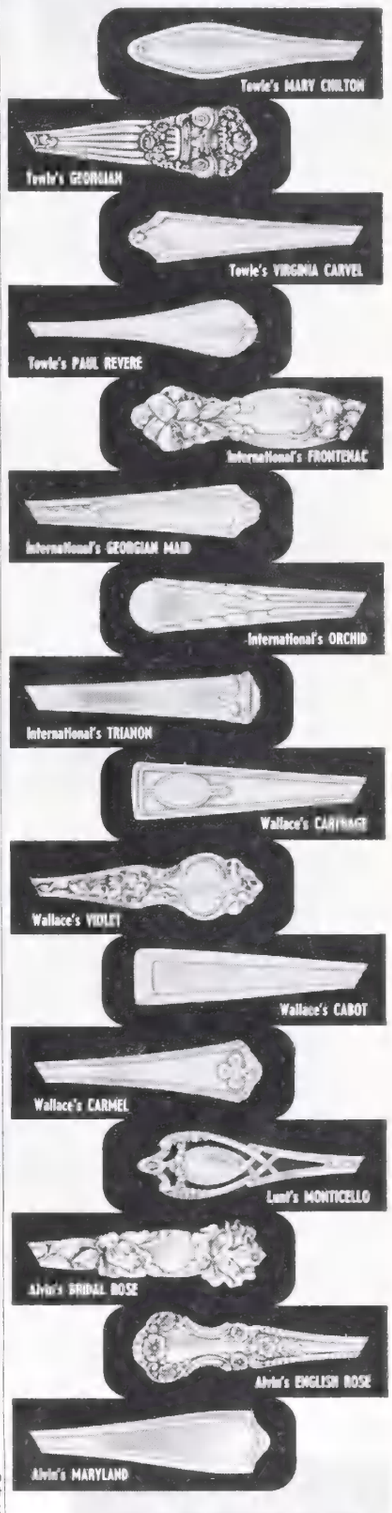
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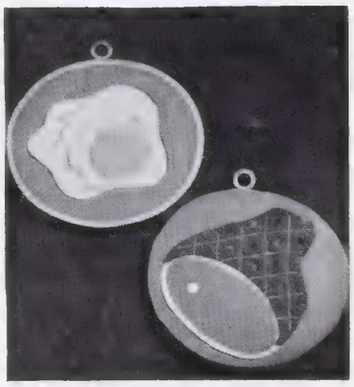
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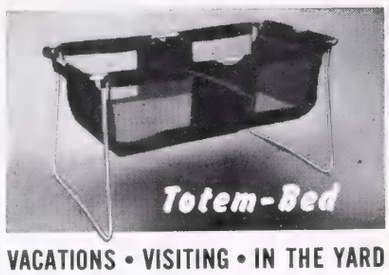
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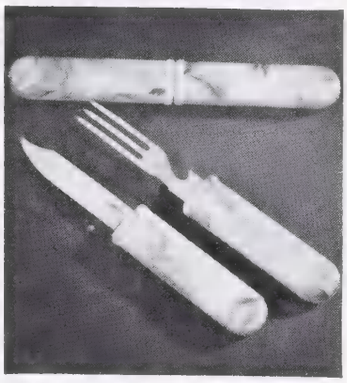




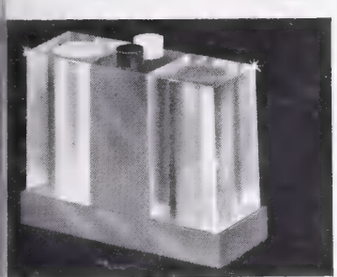
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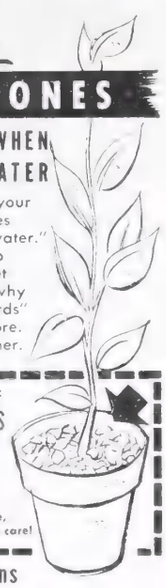
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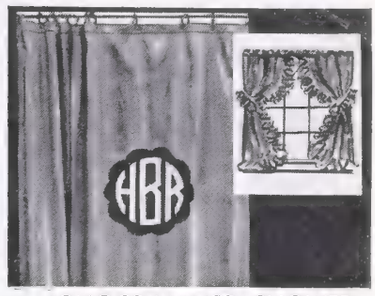
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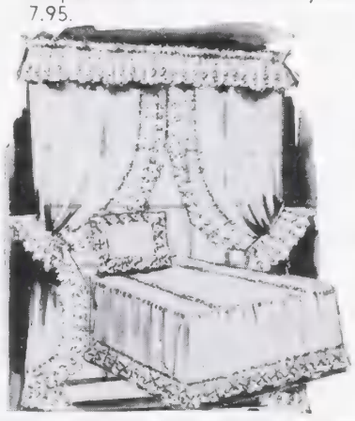
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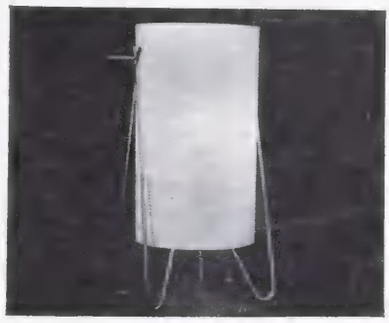
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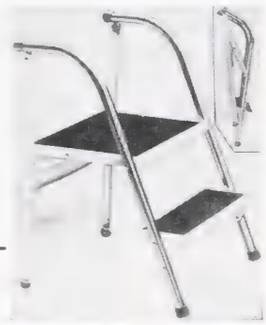
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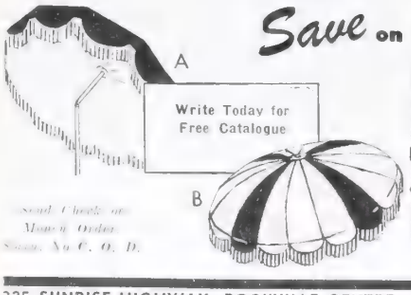
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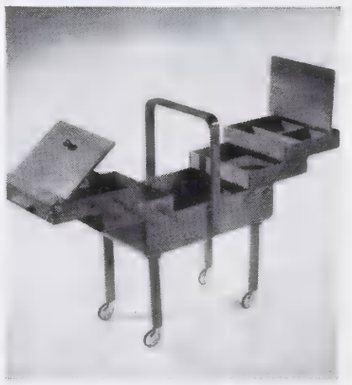
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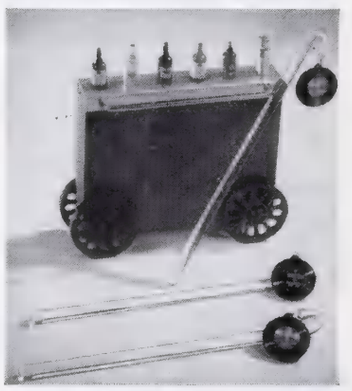
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THE ARCHBISHOP will his fingers into the bowl of Anointing Spoon (used for Coronation of English monar since the 12th Century) when anoints Queen Elizabeth duri the Coronation Ceremony. T beautiful copy of silver gilt a handsome pin, 4" long. $6 incl. tax and post. Black Starr Gorham. Fifth Ave. at 48th New York 19, N. Y.



EVER SEW EASY to turn hem, replace a button, make new skirt for a dancing daught if your sewing cabinet is as lov as this. It stands 20" x 11½" 28" high over all. In blonde dark walnut finish, it wheels ab easily if you want to sew on porch. It comes with legs a handle packed separately, is v easily assembled. $33.75 postpa From Lion's Novelties, 139 P son Ave., New York 34, N.



YOUR HIT PARADE drink stirrers are 8 glass car each with a miniature reco When Mr. Jones is stirred by " Walk Alone" and Mrs. Smith "I'll Concentrate on You." t drinks *can't* get switched. 4 Wonder Bar on wheels has 6 *napé* picks, each with miniat bottle. Cocktail recipe book ha from rail. All for $2.75, ppd. Hawthorne House, 125 Ell Ave., Yonkers, N. Y.



JOKARI, the new racquet ga from the French Riviera, is fast, fun sport that needs no no special court, can be pla indoors or out. Sponge rub ball is attached to rubber ca which is secured to Jokari con box. Procedure of play and s ing is like handball. Lots of on beach, lawn, or in playro Complete with 2 paddles, $5 ppd. Village Toy Mart, 697 M dleneck Rd., Great Neck, N.



STUDENT LAMP. It "burning the midnight oil" w our parents crammed for exa Now a young student burn 60-watt bulb into the early ho So get him this solid brass lamp with its tarnishproof fin It would be nice on a bed table if your book-hound li studying in bed. $3.49 ppd. anne's Home Crafts, P. O. 492, Jamaica 32, N. Y.

(*Continued on page* 59)

RANCH OAK

Wake up in the bedroom of your dreams

Here's your Ranch Oak dream bedroom come true. One with a restful, unhurried air, a look of spacious comfort and the happy idea of a charming "coffee corner". Lovingly crafted of *solid* natural white oak, Ranch Oak perfectly reflects today's trend to simply styled furniture of warm, informal beauty. Each piece, including the handsome Ranch Oak lamps, is enhanced by superb hand-hewn effects.

Leading furniture and department stores feature Ranch Oak for every room in your home. See it today and choose your own "starter-pieces" or complete ensemble from an *open-stock* collection of over 100 pieces.



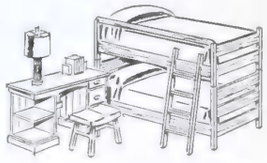
HER VERY OWN... this Ranch Oak vanity ensemble. Bench is distinctively covered in rich leather.



A DRAMATIC, IMPOSING PIECE, this headboard keeps everything at hand for those who like to read and rest in bed.



HANDSOME RANCH OAK CHESTS... two of the many in the collection. Roomy drawers pull out with ease on roller bearings.



SURE WAY TO A BOY'S HEART... furnish his room in authentically western Ranch Oak. Easy to care for and solidly built to take years of hard wear.

RANCH OAK

A BRANDT COMPANY, INC.

FREE... *Illustrated color booklet of beautiful Ranch Oak gives timely ideas for casual, modern decor. Write A. Brandt Company, Inc., 1701 E. Lancaster Ave., Dept. F-6, Ft. Worth 1, Texas.*



FLEECENAP DRAPES LIKE VELVET...YET WON'T DRAPE AROUND *YOU!*

They're back again... Kleinert's Fleecenap... the famous velvety-thick curtains with the peach-bloom finish! Made of pure, natural rubber ...they drape like velvet, never wrinkle, won't "balloon" under the impact of a needle-sharp shower. And they can't cling to... or drape around you!
In choice solid pastels, about $6.95.
Monogrammed as shown in close-up at right, about $7.95.
In decorator designs, about $8.95 to $9.95.
Plain textured cotton matching window drapes, about $4.95.



Kleinert's®

FLEECENAP SHOWER CURTAINS



WINDOW SHOPPING

CONTINUED FROM PAGE 56

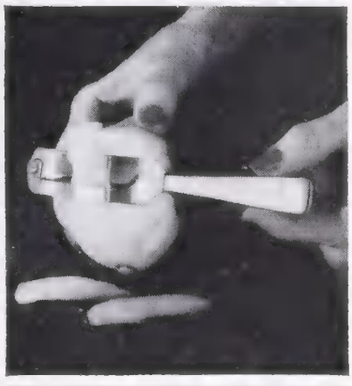
YONE CAN PAINT these s because they are pre-tched and numbered. Just fill the outlines with the paints t are all mixed for you. Your shed work of art will be a et, a plant stand, a wall pin- Set includes two 6″ tiles, felt ks and hangers, paints and sh, cleaner and thinner mixes. 98 ppd. Green Gable Gifts, 4 Third Ave., New York 28.



ODLE FANCIERS, and y are legion, will love this tty planter of chartreuse plas- He stands a perky 11½″ high, ″ long, and has a 2⅜″ deep est-green planter. He's a happy ution to the gift problem for onvalescent, housewarming, or e hostess. $1.95. Neptune fern ives indefinitely without soil. ter, or care. Brilliant green. bunch. Ppd. Gay Gifts, 175 th Ave., New York 10, N. Y.



MON PEELER, a handy npanion for the martini set, iced tea tray, or wherever lem- take a stand. With a chro- m-plated stainless steel blade l white handle, it comes in two tions, one removable for sharp- ng. It will peel apples, oranges, nost any fruit for the children. ″ long. $3.75 ppd. Delphine sini, 33 West 75th St., New rk 23, N. Y.

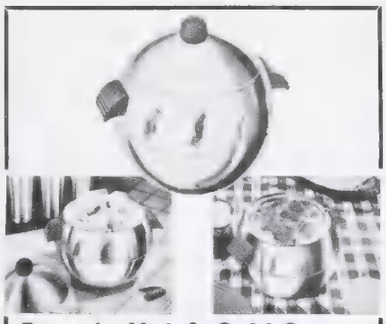


VEET VIOLETS deserve a se that is custom-designed for ir fragile-stemmed prettiness. is miniature holder is slotted und the top so it holds weak ms without a frog. Now *anyone* n do lyrical arrangements with rican violets or small, just- ened buds. Richly glazed in t green, eggshell, or aqua. 50 each, 2 for $2.95. Ppd. Car- l Work Center, Box T1, Room 0, Carmel-by-the-Sea, Calif.



DAYS OF LORE when the le Match Girl stood huddled a doorway in Copenhagen, she s not far from the old apothe- ry's. And she probably looked the window and watched him easure and mix and mash his wdered cures in just such a rtar as this. Exact copy of an- ue Danish mortar, made in dern Denmark of solid brass. 50 ppd. Talbot-Vesthusen Co., c., Box 818, Butler, New Jersey.





Penquin Hot & Cold Server

Penguins simple design is ideal for table service and is always easy to clean. Exterior is chromium plated steel with embossed trim. Handles and knobs are of attractive light grain wood.

Serve it cold. Grand for ice cubes—Ideal for frozen desserts, iced beverage, fruit cocktail, salads or cold cuts.

It's amazing just how long it will hold chilling temperatures. A refrigerator "away from a refrigerator."

Serve it hot. Great for hot foods, Spaghetti, baked beans, scalloped potatoes, scrambled eggs, wieners, or sausages. Use it for suppers, dinners, or buffet luncheons. Perfect for picnics and outings.

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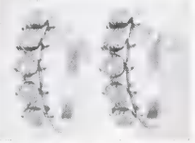


TWIN GOOD-LUCK RINGS

Designed by the Skilled Indian Silversmith Blue Sky Eagle. Sterling Silver set with 5 turquoise blue stones. Usually worn 2 on a finger. **$2.95** each or **$5** the pair.

Send Ring size or measure with string.

LOOP EARRINGS to match. Sterling Silver set with 5 stones in each earring. Screw-back style—**$3.95** pr.



Send cash, check or m.o. No COD's please. Prices include tax & postage. Satisf. guar.

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Lazy Lounging in your Imported **"TABIS"**

Washable cotton "foot-mitten" slippers with wearable canvas soles for all-around lounging or travel. A gift from the orient and oh! so comfortable to wear—and they're contoured to support the ankle. Send hosiery size 8½ to 12 (for men and children, too). Colors: Navy, red, white, yellow, black. Give second choice.

Only **$1.50** pr., ppd.

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Black or Red Velveteen, flannel lined
Sizes 9 to 10½ $2.50 pr., ppd.



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"separates" for casual . . . informal living



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☐ ***cuna chair . . . 24.00***

high-backed for straight-away sitting and added comfort . . . linen with "Bambu" inserts . . . in natural, acacia yellow, cocoa, pumpkin, pacific blue, cactus green and black . . . with terra cotta steel frame.



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☐ ***candle shell . . . 2.50***

for PACIFICA table settings, exotic sea-shell candles . . . in pink & white or black & white . . . approximately 2½ to 3 inches high.



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zipped together or as "separates" . . . three cushions, 20″ square . . . to stack, to lounge, to scatter . . . in lintex: natural, brass, pink, pumpkin, persimmon, garnet, celadon, peacock blue, moss green, evergreen, mocha and charcoal.

use this column as order blank: indicate quantity in boxes and underline color(s) desired.

postage is included; check or money order accepted; add 3% sales tax for California deliveries.

BUY BY MAIL TODAY!

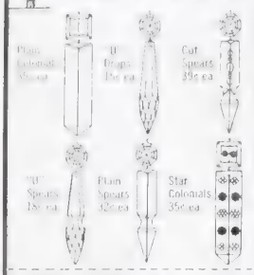
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Beautifully designed. Finest quality available. They'll dress up your home. Catalog of other styles and sizes on request.
All prisms are 3¾" overall except Plain and Star Colonials which are 4".

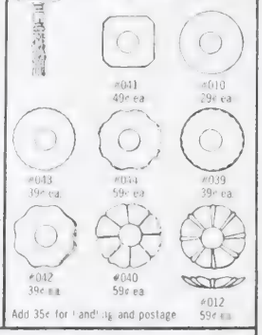


CRYSTAL BOBECHES (8 prism rings)
3 1 2" diameter and 1" center hole
#9 – Round 89¢ ea
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Add 35¢ for handling and postage

(CANDLE DRIP) BOBECHES

Shields against wax drippings of candles. Protects tables, floors, etc. Comes with standard 3" diameter and 1" hole to fit any type of candlestick or sconce.
Minimum order 6 bobeches. Other styles available to fit chandeliers, sconces, etc. Write.



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IMPORTED CRYSTAL CHANDELIER

A gleaming prize for your home. Elegant prisms and drops are hand cut and hand polished by Europe's finest craftsmen. Five arms supporting the five lights are made of crystal too. Perfect for hall, dining or living room.



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Height 19" Width 18"

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Thousands of happy customers *say this*

EARLY AMERICAN LADDER-BACK CHAIR is a *"Miracle Value"* at **$6.75**

Fully assembled—*ready-to-use*

Don't let the price fool you! Here is a chair of authentic design with a hand-woven fibre rush seat, crafted by mountain folk according to an age-old method. Sturdily constructed of solid native hardwood. Unconditionally Guaranteed!

Height 32" Seat 18" x 14"
Height of Seat 18"

Unpainted but smoothly sanded..... $6.75
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COMPARE FOR QUAINTNESS AND CHARM!
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Minimum Order: 2 Chairs

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mis-tang
SPICED
MEAT TENDERIZER
(With M.S.G.)

2 4-OZ. JARS $1.00



● TENDERIZES AND BRINGS OUT FLAVOR!

Remember how many times you've bought a choice cut of meat at a "choice" price and had it turn out tough? Yes, parts of even highest grade and all of other cuts are tough and need tenderizing to make them palatable. Now, meat that's 'tough as shoe-leather' just melts in your mouth when you use "mis-tang" meat tenderizer, the absolutely harmless preparation made with natural food enzymes. And another wonderful thing happens when you cook your meat, for "mis-tang's" rare spices and monosodium glutamate (M.S.G.) bring out the natural meat flavor and good taste that would otherwise be lost! For meat that's tender and juicy, order "mis-tang" tenderizer today on a MONEY-BACK GUARANTEE.

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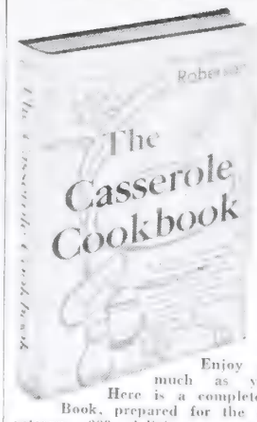


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Model M-2 $21.95 *postpaid*
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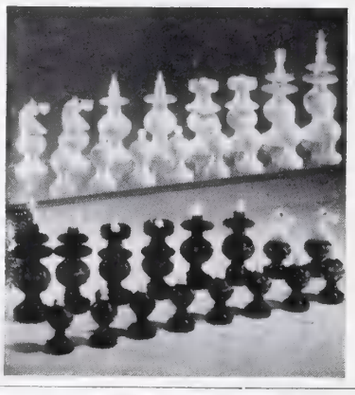
WINDOW



JAPANESE LANTER
lighting your summer lawn, the moon seem moonier, laughter of guests gayer, the more exciting. Everything everyone seems slightly chanted. These come in colors and in two sizes; fold for storage. 10" size is $1.5 2; 14" size, $2.95 for 2. Ward Phillips Co., Dundee, I

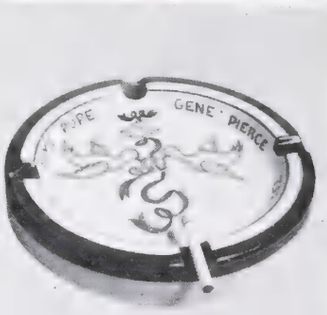


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movable shutter doors and sign inspired by the New Eng craftsmen who journeyed to terey on the clipper ships. T their ideas took on enchant Hang it above your dressing for perfume or stand it on a for treasures. Made of anti pine, 16½" x 7" x 11½" $17.95 ppd. John Warnock, Melrose Place, Los Angele Calif.



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A whopper! 10" ash tray of Old Kentucky ware. Navy blue and oyster white . . . firs last names of both bride and groom . . . we date . . . and city or church . . . hand-p under glaze and fired-in for permanenc illustrated. When ordering, print names, date city or church as desired. Send check or order. (Sorry—no C.O.D.'s) Postpaid in each **$5.50**

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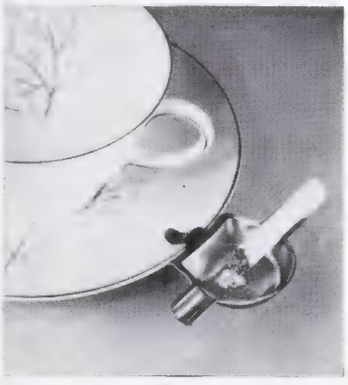
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RE SUCKERS FOR SE. Turn the freezing unit ur refrigerator over to suck- aking. Just insert handles and e rubber tray with the fami- favorite beverage and freeze. ers pop out! This is the pest way to make a hit with ticky hand crowd this sum- With rubber mold, wooden les. recipes, directions, 59¢ postpaid. House of Hartz, n, Wash.

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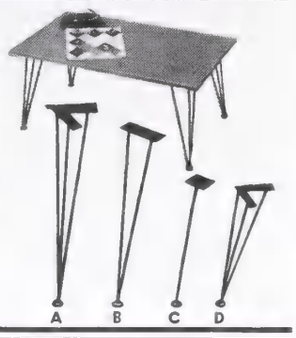
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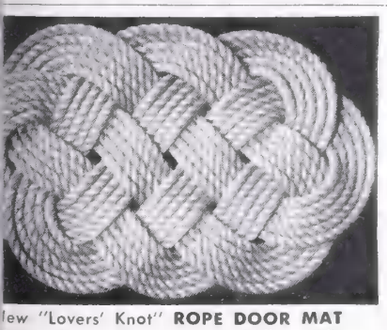
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"x24"	Oak Unfinished Top Only	$9.95
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lew "Lovers' Knot" **ROPE DOOR MAT**
5-strand . . . Size approx. 30" x 20"

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HAND-MADE OF ROPE

Old sailor's design, handsomely adapted. Trim . . . long-wearing . . . a thoughtful buy.

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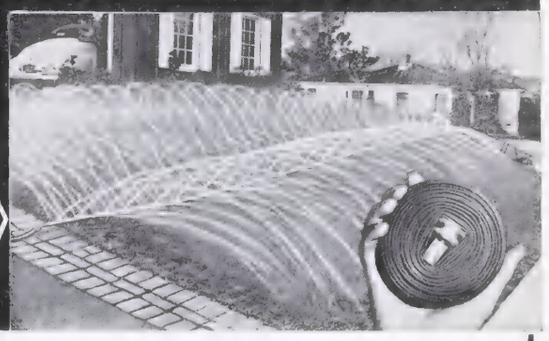
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- SAVES WATER
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- ADJUSTABLE LENGTH
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20 ft. length **$2.50**
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New Vinyl Plastic sprinkler sprays a 15 x 50 foot area **at average pressure!** Sprinkles perfectly in any position . . . just turn valve for gentle spray or good soaking. Ideal for narrow strips, slopes, curves, contour flower beds. Flexible and lightweight, it weighs only 1 lb., can easily be carried in your hand. Will not rot or mildew even when stored wet! Complete with brass connector.

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2 4-oz. jars $1.00

mis-tang all purpose **SEASONING SALT**



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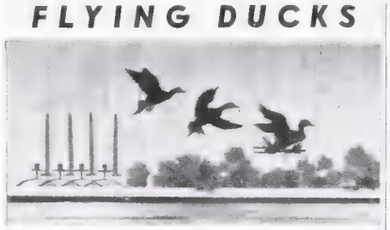
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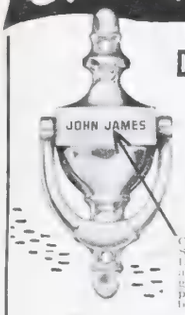
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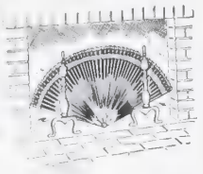
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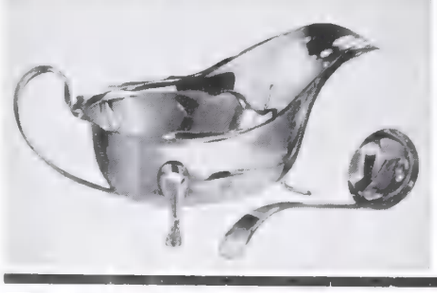
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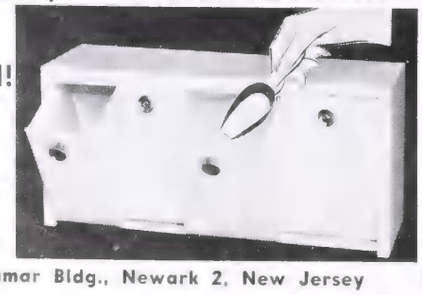
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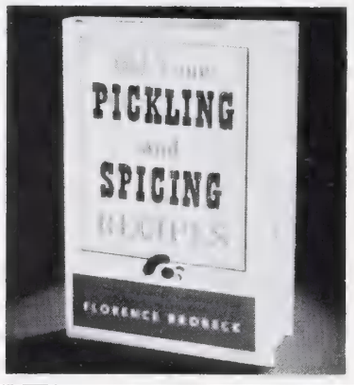
WINDOW



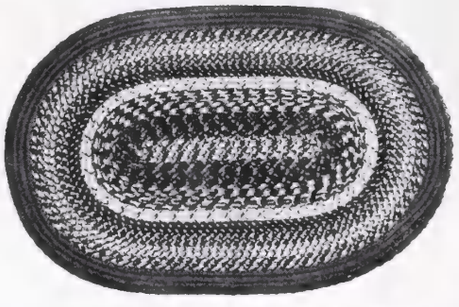
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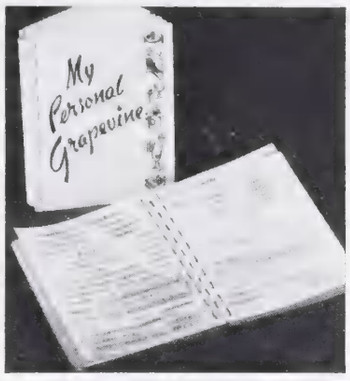
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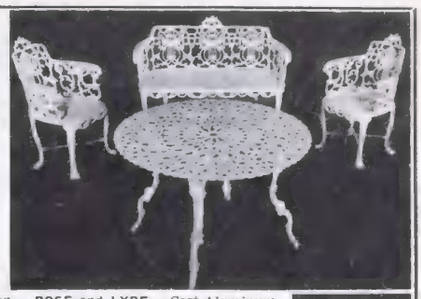
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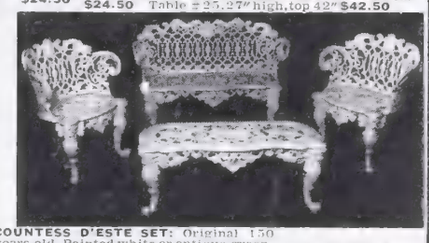




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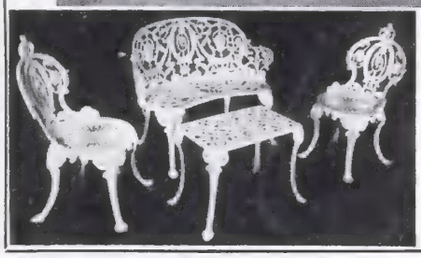
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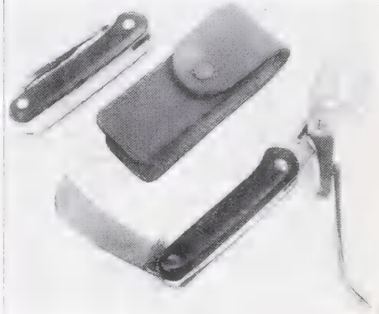


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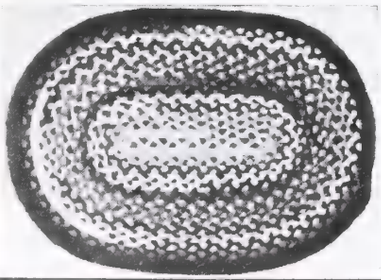
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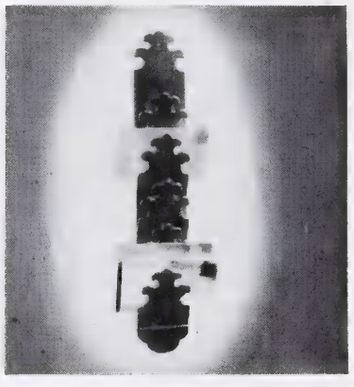
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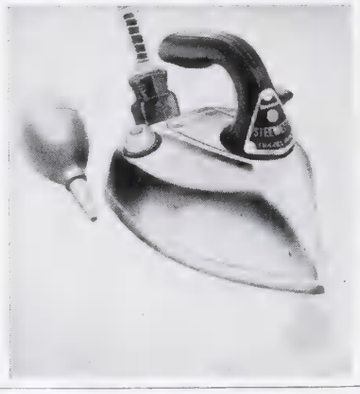
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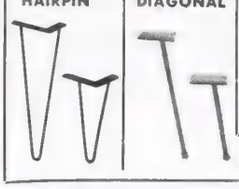
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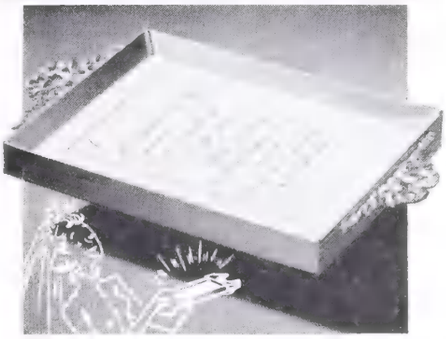
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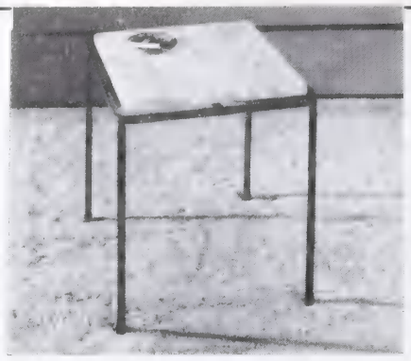
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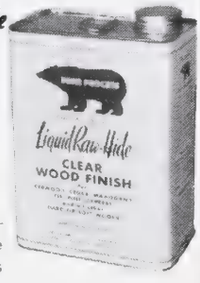
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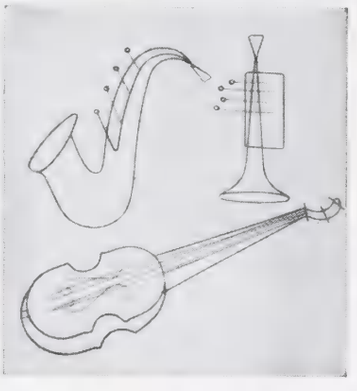
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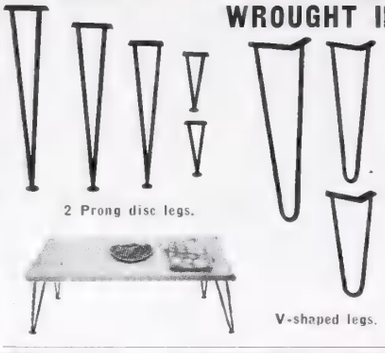


WHEN LIGHTS ARE L and the candle begins to flic you can turn up the candle li This Tyrolean candle lamp, exact replica of the Europ original, is fashioned of bl iron. When the light burns l turn the lever in its spiral ch ber and the candle rises to desired height. This way flame can be kept constant. 12 high, $5.50 ppd. C. D. Peacd Inc., Chicago 3, Ill.



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(*Continued on page* 69)



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Create individualized indoor or outd furniture

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6" high	$
12" high	
16" high	
22" high	
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broils meat, fowl, fish to perfection

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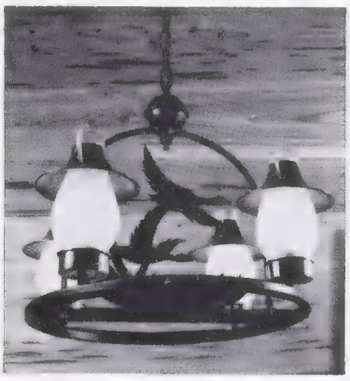
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WINDOW SHOPPING

CONTINUED FROM PAGE 66

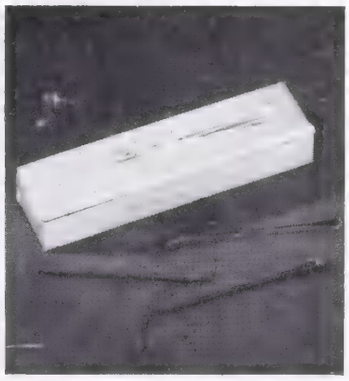
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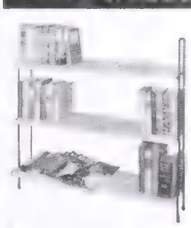
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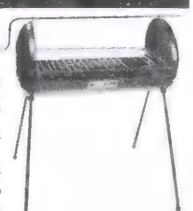
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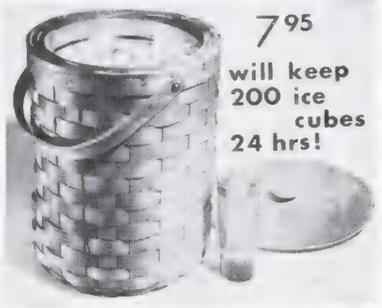
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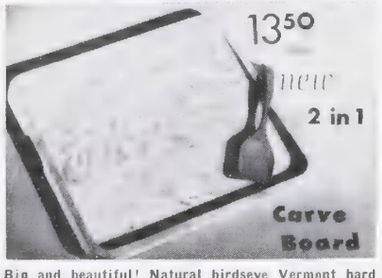
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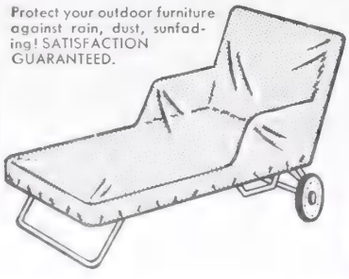
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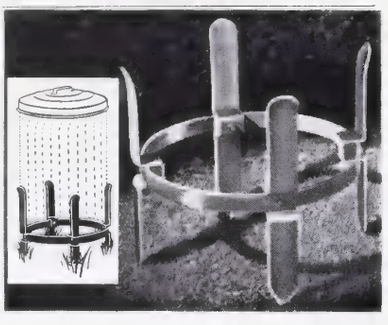
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WINDOW



GRANDSTAND PLAY
will show off your potted pl like nobody's business is this with a new twist. It's a p stand with 7 movable bran for an endless variety of dec tive effects. With top holder have 8 Garden Spots for disp ing ivy, geraniums, African lets, etc. Steel tree comes in bl white, or green, stands 44" $10.95 ppd. H. Paulk, 304 Ka Ave., Topeka, Kansas.



STIRRING STORY is the of a good martini. And this h blown chartreuse glass pitche Blenko is as handsome as handy. The long mixing rod, out which a martini could exist, is also shimmering g And it's a gem for the mo orange juice or for non-imb who favor tomato juice. The tag says $3.95 ppd. Jenifer H New Marlborough Stage, Barrington, Mass.



HIT BELOW THE BEL
an attractive suntan buck leather pouch that is a tre for the sports enthusiasts know. Looped over a bel makes a convenient carrying for film, sun goggles, tan lotion, etc. A smart compa to all sport clothes, it's 7" 5" deep, with zippered clo $3.95 ppd. Lucy Morris, 5095 Barnes Rd., Portland 1, Or



MODERNIZE YOUR REFRIGERATOR!

DEFROST *Automatically*

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Keeps food fresher longer—reduces power increases refrigerator life—eliminates labor-time — underwriters approved. No problem to install — just plug in the wall! Needs no attention.

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Remember genuine *Plantation Shutters* are gu anteed and cost no more than ordinary shutt FOR WINDOWS, DOORWAYS AND PARTITIO

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1725-H Berkeley Street, Santa Monica, Ca
Send 25¢ for Illustrated Decorating Guide.

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ALETE CURAE IN MO" embossed around this te porcelain cigarette urn ns "Smoke Your Cares ay." And *Omnia Vana Viva-!* on the Evans lighter warns smokers that "All is Vain so s Live!" Bisque medallion is relief on each piece. Lighter, 50; urn, $4.50; ash tray, 0. Ppd. All exclusive with nmer Ltd., 734 Fifth Ave., York 19.



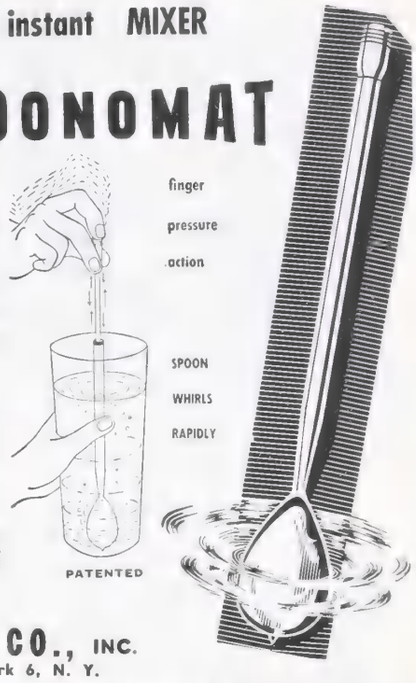
OW OFF your garden or o at night with a new indoor-loor fixture that can be used either a "spot" or "flood"). It comes with a self-support-universal mounting bracket fits any standard floor, wall, eiling outlet, or with a special ke" for garden mounting. ify type of mount. $1.95 ppd. p (flood or spot). $1.75 extra. tscapers, 835 S. San Fern-Rd., Burbank 52, Calif.



ME PLATE. If you're like ou prefer the peace and quiet TV baseball game, and these r plates are wonderful for ll drink and a short snack. ther you serve sandwiches ors d'oeuvres, their 8" x 4" is perfect. Red, green or w borders with name or ogram in matching colors or . 24 plates are $1.75; 48, 5; 72, $4.95. Ppd. Meredith Evanston 25, Ill.



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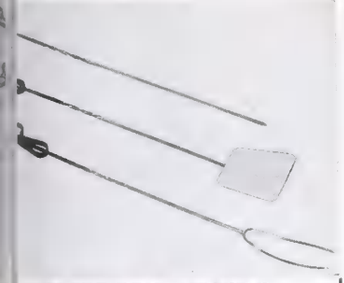


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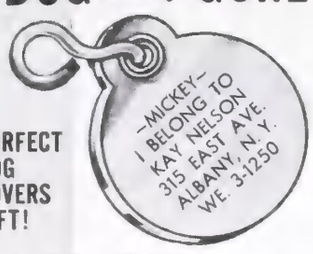
Indispensable in preparing seafood a la newburg, au gratin, salads. Finely honed blades split crab and lobster shells neatly and easily. Rust-resistant metal.

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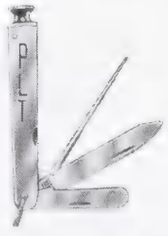
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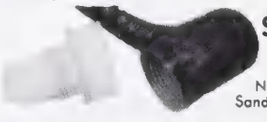
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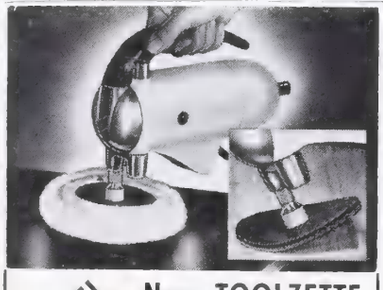
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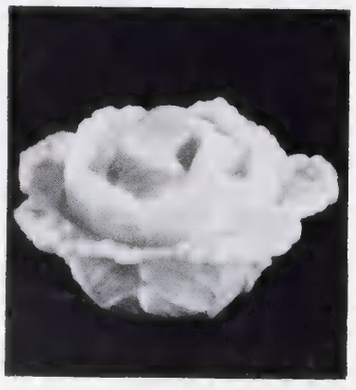
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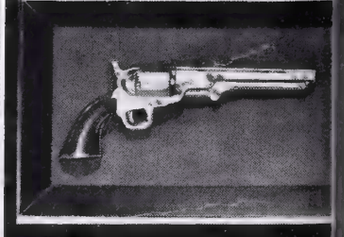
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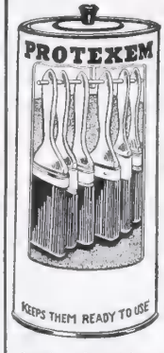
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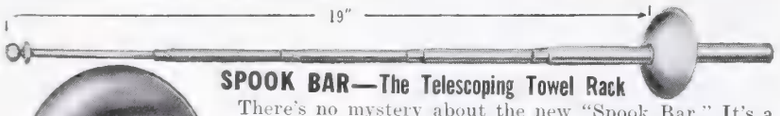
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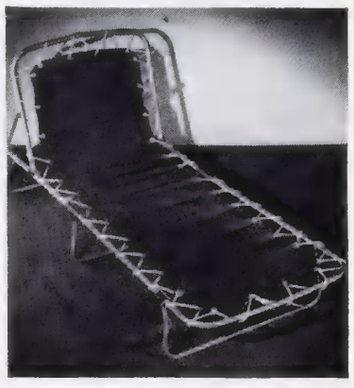
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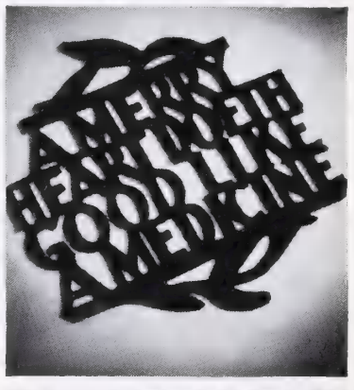
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WINDOW



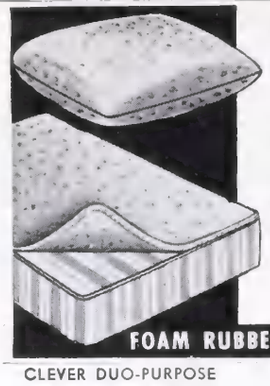
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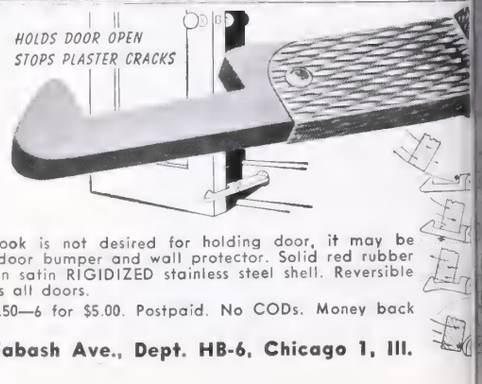
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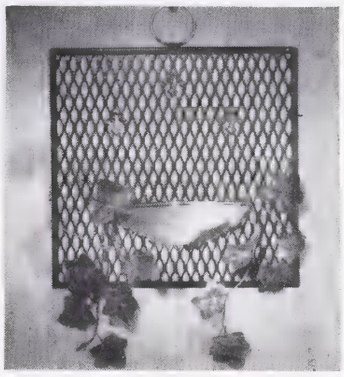
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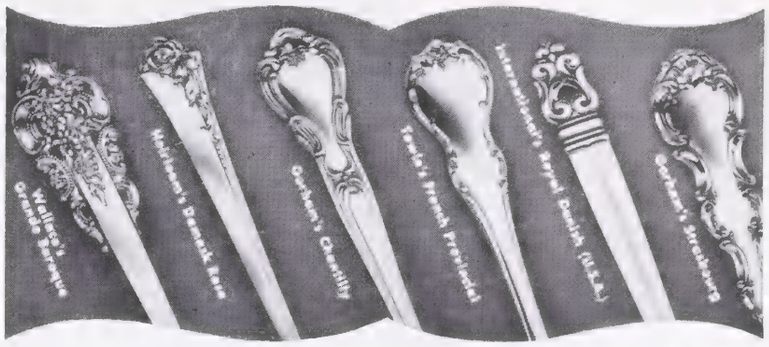


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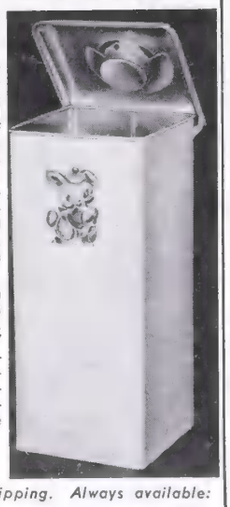
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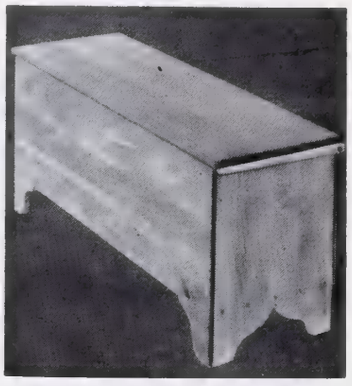
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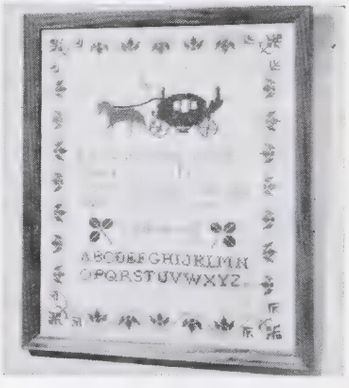
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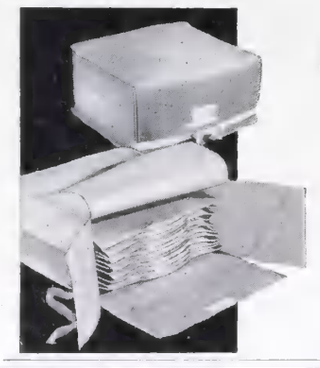


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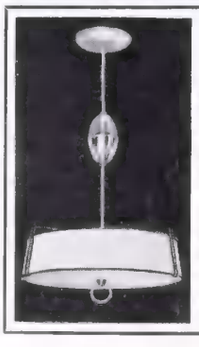
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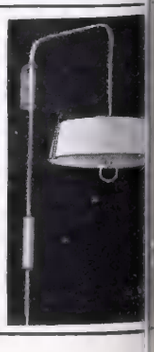
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CONTINUED FROM PAGE 76

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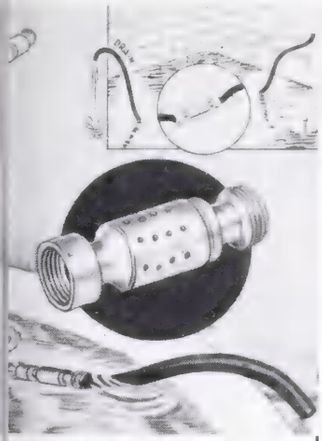


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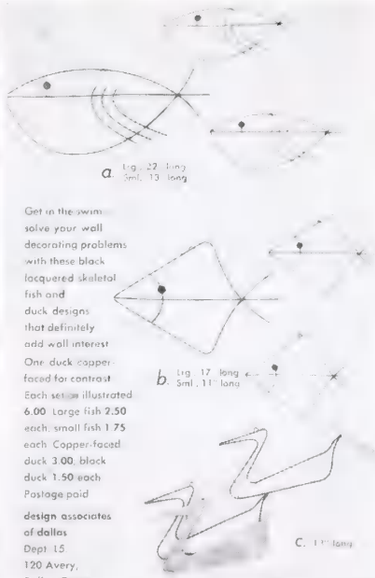
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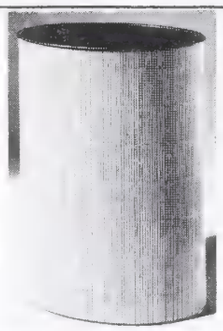
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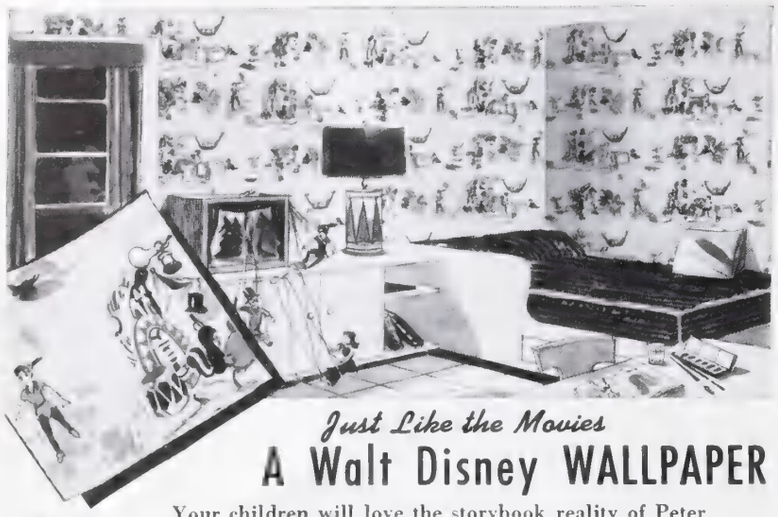
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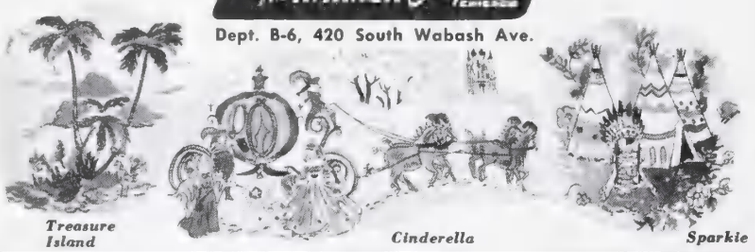
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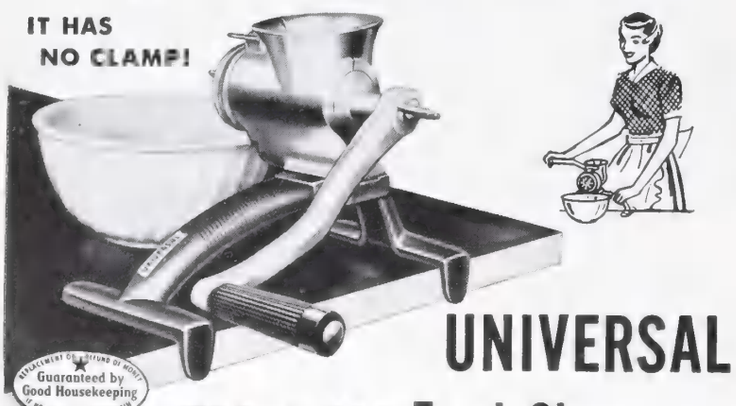
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IT'S WORTH MENTIONING

By Julie Polshek

Distinctive design and functional value unite in this attractive Coronado pattern Texas-Ware. The plastic tableware, molded of Melmac, has a satiny finish and color interest (yellow, sage-green, bone-white, sandal-wood) that also add eye appeal. Rugged enough for outdoor service. Service for 4, $16.95 (10″ dinner plate, 7″ salad plate, 14-oz. bowl, cup-saucer); divided serving bowl, $2.95. B. Altman & Co., New York.





Multi-Pop makes twelve 1 gallon batches of popcorn with loading of its corn and oil re voirs. Two turn-knobs auton cally measure and dispense reservoir's contents, batch batch; unused corn and oil remain in the dome's reserv for future use. Sturdy alumi appliance gives fast, perfect ping; adjustable for any type corn-kernel. $14.95. Abraham Straus, Brooklyn, N. Y.

No disposable napkin we've seen equals Groff's 4-ply Supersoft. Extra-thick layering of downy cellulose was developed especially to cope with the cling of "finger foods" such as fried chicken. Lint-free construction is super-strong, has extraordinary absorbency and wet-strength. Silky and smartly styled; 17″x17″. With monogram or names, $4.50 for 75; plain, $2.25. From Party Parade Company, Keyport, New Jersey.



PHOTOGRAPHS BY FRED LERNER



You've been hearing many cleaners acclaimed, but de-Gre it is one that certainly deserves billing. Its thick paste form valuable feature, especially for right surfaces. It's free of caus acids, has little odor. Tw minutes after application you wipe away even baked-on, car ized grease. Perfect for port grills or any type of greasy face. $1. Meirett, 72 East Street, New Rochelle, N. Y.

(*Please turn to page* 82)



CRANE

announces New Air Conditioner to bring you cool comfort

Crane-Line window unit brings you important improvements in quality air conditioning—for cool, healthy, comfort on hot, humid days.

Maybe you think an air conditioner has to be big and bulky to do a big job. But here's a unit to change that opinion—*within minutes after you first turn it on.*

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So why suffer this summer? See your Crane Dealer for a demonstration—today! Or, write Crane Co. General Offices: 836 South Michigan Ave., Chicago 5.

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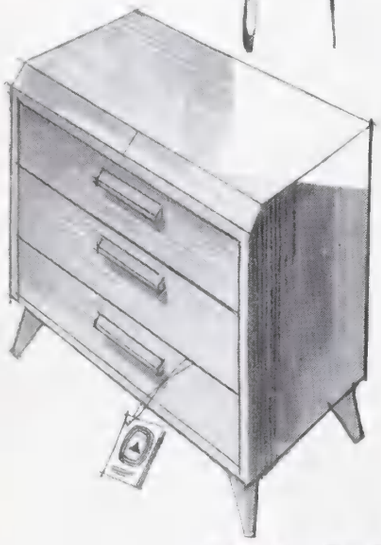
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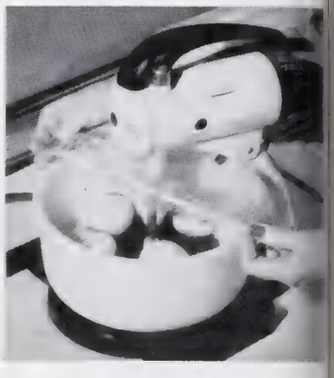
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IT'S WORTH MENTIONING

CONTINUED FROM PAGE 80



Serving surface that extends sitter's lap is a special convenie of Ashmun's folding Prime Se Wrought-iron stand, smart-lool and rigid in stance, gives Fi glas tray free-standing, strong port. Stand's V-spread al generous leg-room; bases beneath chair or couch. $10 handsome Fiberglas tray, 15" x 24" high, that's strong and to Marshall Field, Chicago, Ill.



Potatoes are automatically cleaned by your mixer's motor-power with the Univex Home-A-Peel attachment. It peels them by an abrasive tumbling action that removes only a film-thin layer, preserving vegetable's maximum nutritional value. Handles several at a time and completes the job in a few minutes. Attachment stem is of hard, pleated steel. $4.95, including cover for mixer bowl. From Univex Co., Box 98, Somerville, Mass.



Maynell's Roast-O-Plate is a of a cookstove for summer ho kitchen-less quarters, trailers, even camps if they have stan electrification. A thick insula blanket of Fiberglas enhances retention and minimizes heat cape into room. Two coo burners; broiling, baking, roas facilities; thermostatic con Measures 21¾" x 17" x 16 weighs about 60 pounds. $6 Hammacher Schlemmer, New Y



There never was a more phenomenal paint-cleaner than Collinite's compound. Its extraordinary performance astounds even the skeptics. Solvents in the remarkable compound dispel heavy grease deposits, grime, even smoky oven discharge. Paint is left satiny, new-looking, intact. It's a waterless cleaner; just rub it on and wipe it off. Excellent also for glass, metals. $5.50 a gallon, Collinite Chemical Co., Utica, N. Y.

PHOTOGRAPHS BY FRED LERNER



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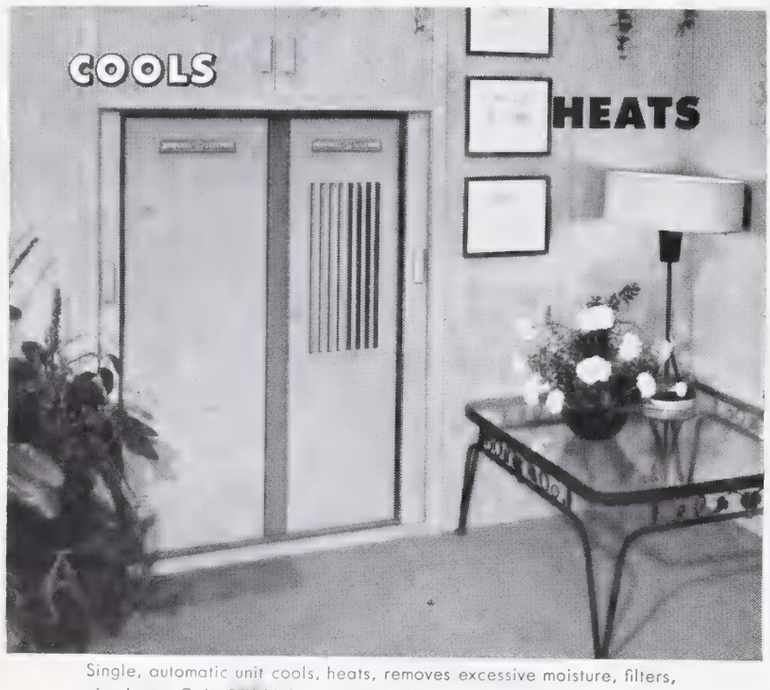
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G-E [redacted] * SYSTEM gives extra benefits! Unique registers deliver both heating and cooling. Unsightly high-wall registers are unnecessary. No cold drafts or hot blasts. Full freedom of furniture and drapery arrangement. No carpet-cutting.

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Our expert on movies for home projection tells how she has learned to select 16mm. films for her own pleasure as well as for the entertainment of her friends

By Cecile Starr

There is as much adventure in the *pursuit* of movies for home projection as there is in movies themselves. But it takes a mind freed from clichés and stereotypes. For instance, some black and white 16mm. films are infinitely more colorful than color films, because occasionally the color of a color movie dazzles, blurs, and annoys the eye.

Often your richest movie evenings at home will come from films distributed free and from unexpected sources. (I list a few below.) You probably won't believe this until you've scouted and shopped around as much as I, and have learned that prejudice gets you nowhere. My best asset has been an open-minded search using pleasure as my sole guide. So I dip into all kinds of subjects, look at films made by all sorts of producers and sponsors.

On what basis could you tell ahead of time that films sponsored and given free distribution by a cigarette manufacturer are wonderfully excellent entertainment? Or that a church-sponsored film could pull a real punch in its spectacular picture of life in a city's slums? Or that a puppet film made in the very unfunny state of Czechoslovakia could win adult American audiences with its hilarious parody of a typically Hollywood horse-opera?

Selecting 16mm. films to show your family and friends is a cha lenge to your freedom of taste. means relying on your own obse vations and critical judgment. means developing individual stan ards of value and discovering f yourself new things in the famili and the strange, in the known a the unknown. Only then do y become aware of how varied a expansive are the creative possib ities in the motion picture mediu

Here is where I struck it ri looking for films on the fascinati contrasts of American life:

Audubon Camp of California (minutes, color). Summer classes nature study and conservation p vide recreation for young and o in this lovely camp site high the Sierra Nevada ranges. The fi shows a glorious countryside a many of the plants, animals, a birds that inhabit it along w the campers. Written and pho graphed by Lloyd G. Ingles; e ited by Dorothy Dingley. Produc and distributed by the Natio Audubon Society, Photo & Fi Department, 1130 Fifth Aven New York 28, N. Y. User pa only $1 for shipping charge.

Diesel Race Car (45 minut color). The details of designi and building a Diesel speed c are climactically concluded w

a long episode of its running at the annual Indianapolis races. Directed by Francis Thompson. Produced for the Cummins Engine Company by the Julien Bryan International Film Foundation. Inquiries addressed to Association Films, 347 Madison Avenue, New York 17, N. Y., will be routed to their branch offices in Chicago, San Francisco, Dallas, and Ridgefield (N. J.) User pays transportation costs only. The sponsors ask that the film be shown only to adult groups, and the more people you can get together the happier they will be.

It Takes Everybody To Build This Land (21 minutes). This pictorial ballad shows how the people of America developed from self-sufficient pioneers to interdependent rural and urban specialists. A folk-song narration by Oscar Brand gives flavor to the authentic pictures. Produced by Ritter Young and Lerner Associates. Distributed by Encyclopaedia Britannica Films, Wilmette, Illinois; branch offices in Atlanta, Birmingham, Boston, Dallas, Hollywood, New York, Portland (Ore.), and Willoughby (Ohio). Rental $4.50. Sale $85.

Lincoln Speaks At Gettysburg. (12 minutes). The outstanding part of this film is its experimental use of impressive old portraits and merciless caricatures of Lincoln, and of political events leading up to the delivery of his famous Gettysburg Address. It's enough to make you wonder how a man can stand being president! Produced by Paul Falkenberg and Lewis Jacobs. Distributed by A. F. Films, 1600 Broadway, New York 19, N. Y. Rental $3. Sale $35.

Seminoles Of The Everglades (21 minutes, color). The changing ways of these Florida Indians is compellingly pictured and told against the truly breath-taking beauty of the Everglades fauna and flora. Produced for the P. Lorillard Company by Alan Shilin Productions in cooperation with the U. S. Office of Indian Affairs and the Everglades National Park Authorities. Information about local sources for this film is from Alan Shilin Productions, 450 West 56th St., New York 19, N. Y. User pays transportation costs only.

Song Of The Prairie (19 minutes, color or black-and-white). This is a hilarious take-off on a typical Western movie, with singing hero and heroine, mustache-twirling villain, and love-triumphant—all enacted by wonderful puppets. Children laugh and adults roar. Produced by George Trnka ("The Emperor's Nightingale") for Czechoslovak State Film; music by John Rychlik. Distributed for purchase only by Official Films, Grand & Linden Avenues, Ridgefield, N. J. Sale $42.50 in black-and-white; $175 in color. Rental prints are available from a number of circulating libraries, including Contemporary Films, 13 East 37th St., New York 17. Rental about $10.

The Story Of Menhaden (21 minutes, color). An extraordinary amount of color and information is contained in this account of the catching and processing of menhaden, a small herring that is caught in greater numbers and put to more uses than any other fish you can name. Directed by Eliott Macklow. Produced by the U. S. Fish & Wildlife Service and Sun-Dial Films. Available from the U.S. Fish & Wildlife Service, Department of the Interior, Washington 25, D. C. and from regional offices in Albuquerque, Atlanta, Minneapolis, and Portland (Ore.) User pays only for transportation.

We Hold These Truths. (28 minutes, color). A challenging document of life in an East Harlem tenement district as seen by a young Negro soldier about to embark for Korea, pointing out some of the exciting mission work being undertaken by church groups there. Script by Alan Shilin. Produced by the Broadcasting and Film Commission of the National Council of Churches of Christ. Distributed by the Religious Film Association, 220 Fifth Avenue, New York 1, N. Y. Branch offices in Chicago, Dallas, Pittsburgh, Philadelphia, Richmond, St. Louis, San Francisco, Seattle. Rental $8.

NOTE: A useful guide entitled *Directory of 2002 16mm. Film Libraries* is sold at 35¢ per copy by the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D.C. It includes names and addresses of film centers all over the country, some of which maintain extremely large rental collections. Prices vary from library to library, and in most cases the film user is required to pay transportation costs—one reason for dealing with near-by libraries.



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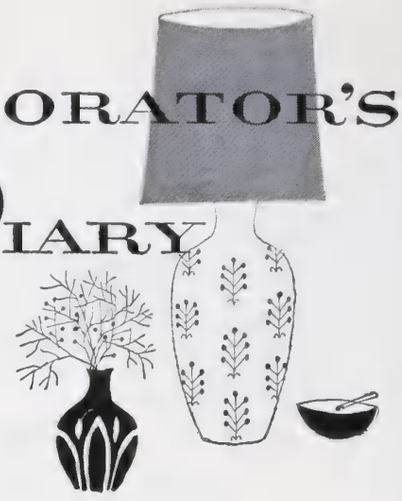


This tag is your guide to Verplex lamps and shades, available — and moderately priced — wherever finer lamps and shades are sold.



THE Verplex COMPANY
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DECORATOR'S DIARY



Tips by an alert decorator whose latest finds in the home furnishings market may solve some of your dilemmas

The Crosby dining room opens out onto their back terrace, and Grace said she didn't care what I did with it as long as I made it "outdoorsy" and gave her wrought-iron furniture. Didn't like the idea too well at first. Afraid she was thinking about one of those garden stage sets that some of my decorator friends think so chic—the ones that use green string carpeting in hopes it will look like grass. (To me it looks like green string carpeting.) But Grace had said she didn't care, so I decided to interpret "outdoorsy" in my own way and gamble on her liking it.

Browsed through some wallpaper books and came upon one that gave me an idea. It was one of United's Nancy Warren washable wallpapers called "Berwick Chintz." They say it's a reproduction of an early Pennsylvania Dutch chintz, the kind of pattern that was popular for crewel embroidery. Maybe so. But to me it looked Persian—that special kind of delicate Persian flower design that suggests real flowers with real leaves and branches, for all that it's strictly stylized in the traditional manner. The background is deep olive green, the design in several lighter shades of green ranging downward to off-white. Then there's a bit of rose and pink and a touch of light blue. The stems are drawn in fine black line. All in all, the kind of paper you'd normally pick "to carry out the period feeling" of an Early American house, or maybe a Provincial. But never mind.



"Berwick Chintz"

Decided to use it on three walls of Grace's dining room and paint the fourth—the one with the French doors—in one of the medium-light shades of the print. For the floor, I ordered Congoleum-Nairn's vinyl tile in pale, streaked green. Picked Lee Woodard's "Pinecrest" wrought-iron table and chairs for the furniture and had the chair cushions covered in light blue linen. The chairs with their curved back-and-arm rail and thin iron spindles suggest a delicate pen line version of an American Windsor which seems to give them a basic affinity to the wallpaper. Decided to skip curtains. Used matchstick reed blinds instead; painted them the palest off-white tint of green. As I added one thing to another, began to be more and more enamored with the over-all scheme. But would the room look "outdoorsy"?

Tried to assume my most confident air the day Grace got back from the Coast and had her first look at the finished job. Secretly I suspected I'd have to do some fancy selling. But not a bit of it.

(*Please turn to page* 89)

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BY

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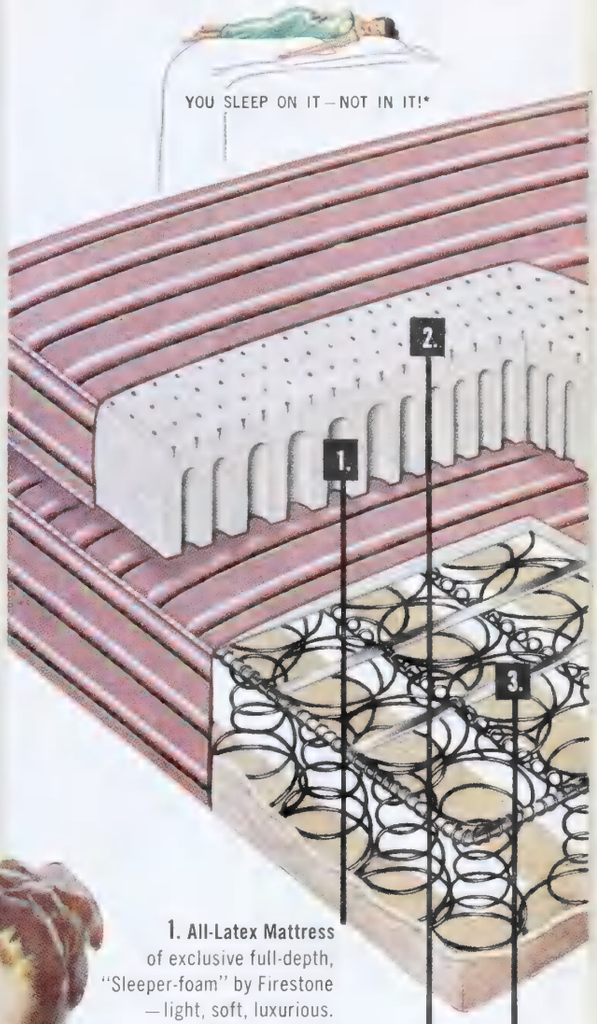
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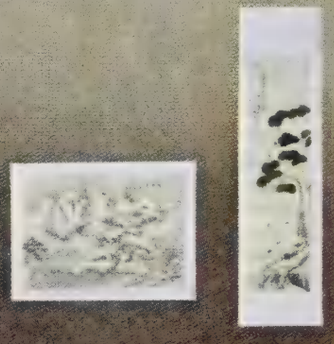
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This delightfully distinctive dinette exemplifies the ultimate in contemporary design. Chaste clean lines and delicately executed details such as the slender chrome legs sheathed in grey-ebony plastic tips and the fine-line metal edged top carry out this feeling. Stain resistant Cubis* patterned Micalite* provides a gleaming surface for this exquisitely scaled table —truly a smart setting for modern mealtimes.

The same smartness of design is retained in the contour of the comfortable chairs. Backs and foam rubber cushions are encased in enduring Duran* in the new pattern, "Nobby", which resembles a handloomed modern texture.

See it at leading department and furniture stores!



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DECORATOR'S DIARY

CONTINUED FROM PAGE 86

ow did you know this was what neant?" she bubbled.

Sometimes I suspect all clients in a conspiracy to keep dec- tors awake nights.



I hide a writer

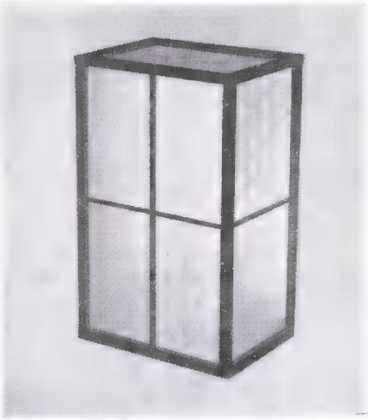
took just one piece of furniture add a whole new room to the mour house. Like some other hors I've heard about. Mr. Sey- ur is sure he can't write a word ess he's shut up in a box with lid securely locked down. A d case of claustrophobia, he s, is absolutely essential to ke the words come. If there's indow to look out of, he's sunk. big closet would be just fine, thinks. But even if he didn't d the prospect of death by as- xiation, the house they just ght in Rockland County hasn't that big. It has a big living m, though, with one windowless ner just about right in area for lesk, a typewriter table, and a inking" chair. Wouldn't do a of good, he moaned, unless it e completely screened off from rest of the room. My job was ind the screen.

That wouldn't have been hard if ad thought it would look well the room, but I was sure it uldn't. Shopped instead for ething less obvious, more use- When I saw the new room ider Harold Schwartz designed Romweber Industries I knew found it. Its façade is about feet square if you count in the s which lift it fairly high off floor. In the center are three g sliding-door cupboards that ctively block your vision if 're sitting down. But at top and tom and at each end are open lves which save it from being massive obstacle. The frame is ural oak; the doors, British oak pe which is darker and pleas- ly grained. Since the piece has sliding doors on both sides, Mr. Seymour can make use of the cupboards for extra supplies of paper, manuscripts, and other odds and ends that clutter up desk drawers, and reach them easily from his side of the "wall." His study still lacks a fourth wall, but I persuaded him that if his desk faces the solid wall opposite the room divider, and his typewriter table, the solid wall between them, he doesn't have to worry about what goes on behind his back.

The Japanese have a way of making me feel very foolish. When I look at some of their designs I have a recurrent urge to blank out everything I ever knew and start all over. Their solutions are so *simple!* Why do I have to work my way through so many stages of complexity to arrive at an answer that's hardly any better, sometimes not as good?

Talked this over with myself at some length last week after I discovered the Japanese wall lamps at Bonniers. After all the years I've struggled and shopped to find an acceptable disguise for those dreary sconces you keep finding in New York apartments, here it was. And how simple! Just a box, open at the back and framed with nicely proportioned wood strips backed by translucent white paper. Such a welcome combination of the graceful with the workmanlike! The paper has a little design in it—white on white—that gives an extra sparkle without spoiling the simplicity. And the whole thing is so light it will hang securely on a couple of push-pins properly placed above your wall fixture.

It also has something else that's probably an indispensable complement to very simple design—fine craftsmanship. —MR



Japanese lamp

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PANTRY SHELF NEWS



By Julie Polshek

A superb barbecue blend that can be used in powdered form or converted into a liquid baste has been created by Glen Hall Brands. This Barbecue Spice Blend was destined primarily for electric rotisserie service as a companion product to their well-known Charcrust. But like Charcrust, it's finding great favor for outdoor barbecuing. Powder can be liquefied for use as a baste or sauce by adding vinegar, water, and tomato juice, according to Glen Hall's recipe.

The powder's savory bouquet combines a wood smoke tang with an aromatic blend of 33 herbs and spices, fortified with monosodium glutamate to intensify and stabilize the flavor of the ingredients. The herbs and spices used by these perfectionists are of medicinal quality, varieties that will retain their flavor and aroma under high, prolonged heat.

You'll find the rich-flavored blend has culinary uses galore for food seasoning. For instance, combine it with sour cream laced with horseradish and you've got a delectable dunk for cocktail snacks; substitute tomato purée for the cream and the result is a savory sauce for sea-food cocktails. The powder's piquancy gives new and special interest to cheese for *canapé* spreads or to cheese sauce or white sauce for dressing fish or vegetables. A flavor-enhancing seasoning for gravies, stews, meat loaf.

You can obtain Barbecue Spice Blend by mail from Charles & Co., 340 Madison Ave., New York, N. Y. The postpaid price for two 3-oz. jars is $1.50.

The fine Knorr dehydrated soups produced in Switzerland haven't been available in this country almost 15 years. But when taste them, it's easy to understa why they were sought out du the days when they were on American market and why Cr decided to bring them back.

Five varieties are currently av able (additional ones, I'm told, in the offing). The present ch includes Egg Scramble Soup a rich beef broth augmented the feathery egg drops Continen call Eunlauf; superbly flav Chicken-Noodle Soup Mix is other; a third is Onion Soup concocted of beef stock rich flavorful onion bits. Smooth M room Mix is a cream-of-mushr mix, given hearty savor by its h fat ingredient and the pulver dispersal of the mushroom tent. Smooth Asparagus Mix is fifth variety. The flavorful crea concoction, formulated like mushroom mix, creates a delic cold soup for hot-weather serv The mushroom variety has no of possibilities for sauce-mal and casserole dishes. Mixed fr vegetables, baked casserole-fas in a sauce that combines the m room and onion mixes, got qui hand in my house.

The tastily seasoned mixes

(*Please turn to page* 228)

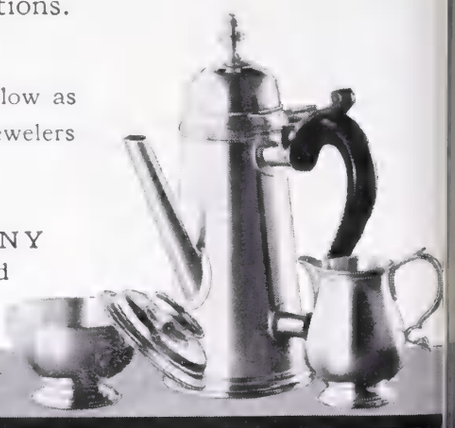


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PUBLIC OPINION ON "THE THREAT TO THE NEXT AMERICA"

CONTINUED FROM PAGE 29

In the future, a more timely and accurate criticism will be of far greater value to the public than an irrational attack on the most talented and responsible architects of our generation.

W. C. ENGLISH, JR.
Philadelphia, Pennsylvania

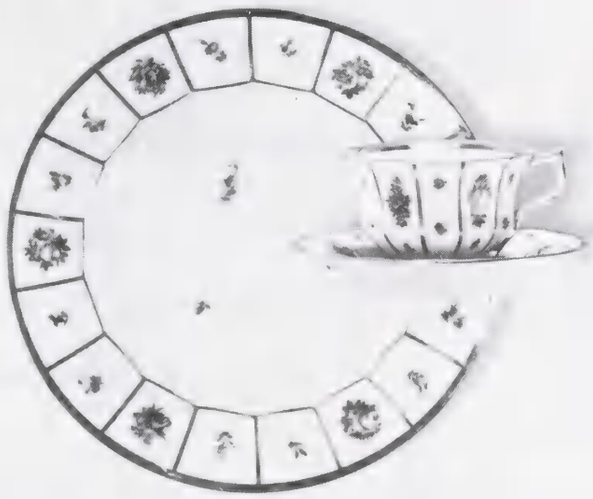
Around this part of the U.S.A. the International Style as a yardstick for architecture and Cubism as ditto for painting have been dead so long that to see a big magazine like yours pugnaciously saving us from it is like watching somebody exhume and hang a corpse . . . The only people who mention Mondrian's name reverently around here are magazine and advertising designers.

ARTHUR MILLIER, *Art Critic*
The Los Angeles Times

I was delighted to see the new issue of HOUSE BEAUTIFUL, and got a great bang out of your very strong and forthright piece. As you, of course, know the identical thing has been happening in the arts, where its effect has been even more destructive. In the final analysis, it is the public which, through purchase, decides on what kind of architecture and furnishings it will live with, and it's my conviction that the public has a lot more intelligence than it's generally given credit for.

On the other hand, artists can achieve great reputations and even a measure of financial success without any public support at all. Museum directors and the relatively small public eager to be in the swim can do it. The great harm here results not from the success of a few painters, but rather from the confusion this situation causes among the great number of artists who begin to feel, after a while, that they have no chance for exhibition unless they work according to the preconceived

(*Please turn the page*)



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PUBLIC OPINION ON "THE THREAT TO THE NEXT AMERICA"

CONTINUED FROM PRECEDING PAGE

notions of a group of museum directors . . . If the artist is confused, you can imagine what happens to the public.

Anyway, it's a sad situation, and I'm so glad that you and the magazine have spoken out so forcefully . . .

EMILY GENAUER, *Art Critic*
New York Herald Tribune

I have seldom read an article which so unsatisfactorily records the weaknesses present in modern architecture—and there are many. I have seldom read an article which so completely defies the fundamental customs of good journalism and good judgment. I can only say that I shall henceforth avoid all statements which are published over the signature of Elizabeth Gordon, still Editor of HOUSE BEAUTIFUL . . .

CECIL D. ELLIOTT
Assistant Professor of Architecture
North Carolina State College

We are thankful you have the courage to express so intelligently and clearly the dangers of the cultural menace now threatening the United States, in your April issue of HOUSE BEAUTIFUL. You have said it in plain, simple language without recourse to current fancy terms such as "activated space," "interspatial penetration," "golden mean," "dynamically static," and "man, space, and sand" stuff now dished out by European imports and their disciples.

We are particularly grateful for your stand as it is one up for our side here at The School of Architecture of The University of Oklahoma, where we are stressing creative individual development for our students so they will be able to produce a vital and indigenous architecture for our people, place, time, materials, and spirit. We have the only architectural school free from foreign entanglements, but we are not ignorant of them.

We are back of you one hundred per cent to expose this racket and if there is any way we can help the cause, please do not hesitate to call upon us. More power to you!

BRUCE GOFF, *Chairman*
School of Architecture
The University of Oklahoma

JUST FINISHED READING QUOTE THREAT TO NEXT AMERICA UNQUOTE NEVER HAVE I READ ANYTHING SO REVOLTINGLY UNDEMOCRATIC AND IT IS RIDICULOUSLY CONTRADICTORY TO WHAT YOU PRAISE IN OTHER ARTICLES IN THE SAME ISSUE. CANCEL MY SUBSCRIPTION AND REFUND MONEY IMMEDIATELY.

ARNOLD C. ANDERSON
Beverly Hills, California

The best possible evidence of my approval of the stand you have taken is to send you my subscription! I shall urge others to subscribe . . .

LELAH H. STOKER
Chicago, Illinois

It has given me a real thrill to see somebody in a responsible position such as yours speak up in such definite terms. I want to say that I agree with what your article expresses completely. I have decided to add my small voice to yours in any way and every way possible . . . It is encouraging sometimes to see in bold face type some of the things you think over with yourself. I feel confident your article will bring out in the open a very healthy discussion . . .

C. E. WALTMAN
Waltman Associates, Chicago, Illinois

After reading my father's fan letter to you and your article I hope the following may be accepted as a mild rebuttal. I say "mild" because I am not particularly anxious to take sides with your boogy men nor am I fully prepared to accept your call to arms . . . I find no threat or wrong because some group wishes to express a philosophy of design and I am sure that all Americans have come to accept many standards of taste as well as races and religions. A hundred years from now it all may be very handsomely blended, and a healthier breed result . . .

CHARLES T. WALTMAN
Waltman Associates, Chicago, Illinois

When I read "The Threat to the Next America" it was so exactly what I have been thinking that I said to myself, "Roger," I said, calling myself by my front name, "Roger, you have been writing articles in your sleep under the nom de plume (Fr., meaning name with plume) of Elizabeth Gordon." . . . I am sick and tired of the idea that a house is a glass box. I am sick and tired of the idea that one room is better than six rooms. And I am especially sick and tired of the witless reiteration by his followers of the views of Mies van der Rohe, some of which seem to me to be highly bogus . . .

The future of Architecture does not involve the creation of glass tanks which, by moving out a frugal six pieces of furniture and the baby's crib, can be filled with water and rented out to Esther Williams for a re-take of "Neptune's Daughter." Nor will it be any $70,000 version in steel, concrete and glass of a non-representational design by Piet Mondrian. I like Mondrian's designs as pure design, but if they have anything to do with Architecture, why stop where they did? Let them follow Mondrian a little farther.

One of the last things he did, according to a show of his work the Museum of Modern Art presented some years ago, consisted of a canvas on which he had placed colors of various tones, which he then covered with patches of Scotch tape. By pulling off pieces of tape here and there, he created a design. Let us follow this idea to its logical architectural conclusion. Let us build a house that way. There must be some way to make Scotch tape cost $70,000 . . .

ROGER ALLEN, *Architect*
Grand Rapids, Michigan

Madam: How can someone in your position know so little?

DONALD H. HONN, *Architect*
Tulsa, Oklahoma

I was thrilled and also alarmed when I read your article, because I agree with you all the way. The bad thing about these people who are followers of the "less is more" theory is that they are so sure of themselves and so dictatorial in their manner. Many of them act with such a superior air that they intimidate people who feel that they are not well-informed and not qualified to make decisions for themselves. Of course these innocent victims do not realize that the very people who are telling them that they should like something which is abhorrent to their good taste are seldom any better informed than they are.

I dislike their contempt for anything pertaining to the past. It is just another indication of their ignorance for not realizing that in many periods there have been fine designs which have stood the test of time as well as those which were poor and therefore have not lasted. These people have picked out the worst of modern design largely because it is different and praise it because as they say "it is not shackled by the past."

They do not have the discrimination to pick out the good modern. They have forgotten that one of the main reasons for having a home is for the comfort it can give us. I think that many of these people have become disciples of the "less is more" theory just because they think it will make them different. It is one way of gaining attention. People who are poorly adjusted to life are often the ones who have to have attention . . . I sincerely hope that your article will be widely read and that it will encourage all of us who agree with you to advocate our theories just as strongly as do our opponents.

RUTH AUSTIN, *Assoc. Prof.*
Dept. of Applied Design, Purdue University

(*Please turn the page*)

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PUBLIC OPINION ON "THE THREAT TO THE NEXT AMERICA"

CONTINUED FROM PRECEDING PAGE

Probably no one who has read your extremely timely and sensible article in the April issue of HOUSE BEAUTIFUL has read it with more interest and understanding than I have. I have wondered for a long time when someone "in authority" would take such a position and start the movement back to a sounder and far more satisfactory program for the American home . . .

LAWRENCE H. WHITING, *President*
American Furniture Mart, Chicago, Illinois

I believe that you have expressed the sentiments of 99% or more of both consumers and distributors of furniture . . . I believe I am voicing the opinion of all of our industry in extending to you our thanks for this very fine article.

WILLIAM BRENNER, *President*
National Assn. of Furn. Mfrs., Chicago, Illinois

All of us here have been most interested in reading your very excellent statement in the April issue and, personally, I cannot possibly give you louder and more hearty applause. I think you have managed to reach out and grab the pendulum before it swings to absurd extremities and I think what you have said will help to bring it back to more normal directions . . .

W. E. S. GRISWOLD, JR., *President*
W & J Sloane, New York, N. Y.

Because I have read disturbing reference material by the school you take to task, I followed your reasoning without hesitancy. I only wonder whether your audience as a whole may really believe that such a school actually exists. The idea that anyone can seriously advocate practices which fly in the face of reason is hard for a people steeped in the American tradition to grasp.

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I think that is the reason we never really believed in Hitler. He was preposterous.

Be that as it may, we have now a flag to rally round. I am today wiring every member of Producers' Council's Board of Directors to read your article, to acquaint their associates with it, and give you their backing. When the enemy retaliates, as they will, probably saying in the supercilious tones characteristic of the tribe, "Poor Liz, she's tilting at windmills, you know"—you will not lack for staunch support.

JAMES M. ASHLEY, *Director of Public Relations*
Libbey-Owens-Ford Glass Company, Toledo, Ohio

It took very real courage. It was beautifully written. And my crystal ball tells me that you'll get terrific backing, in case certain trade editors and publishers try to make it rough . . .

EARL AIKEN, *General Sales Promotion Manager*
Libbey-Owens-Ford Glass Company

It is something that has needed saying for a long, long time—and it is said more eloquently than I would have believed possible . . .

JO BULL, *Editor*
Colorful Living Magazine, Chicago, Illinois

I feel that it is not necessary to refute what you have said, because anyone familiar with the work of the architects which you mentioned was truly shocked at this article . . .

JAMES F. KLUTTZ, *Lumberman*
Concord, N. C.

AFTER READING THE ARTICLE "THE THREAT TO THE NEXT AMERICA," I CAN ONLY SAY THREE CHEERS FOR MISS GORDON.

PAUL LASZLO, *Architect and Decorator*
Beverly Hills, Calif.

You've shot the works! And high time. I think you are doing a tremendous service not only to the public but to yourself, since you are voicing what a great many people have been thinking but only two or three of us who do not have constant access to print have been saying. I am sure you will get a tremendous and favorable reaction from all but the "less is more" boys . . .

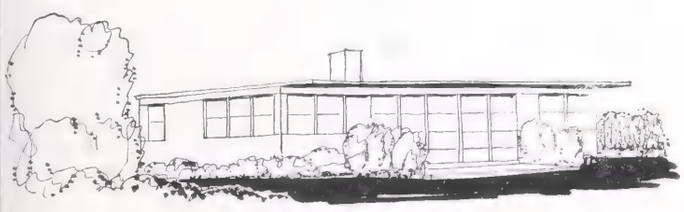
WALTER DORWIN TEAGUE, S.I.D.
New York, N. Y.

I have read your article on the "Next America" in HOUSE BEAUTIFUL with great interest and am in entire sympathy with the views you have expressed. It is a satisfaction to know that a magazine such as yours with its long history of publication of the best in American architecture and art has taken a definite stand on a movement that has been of great concern to many of us.

I have never felt that the International Style, which was the result of the austerity following the First World War in Central Europe, had a place in America. A product of a material-starved era when architecture was necessarily based on the only material available—the rubble of ruined buildings—it had nothing in common with the color and beauty which our great variety of building materials gave us.

I sincerely hope that your article will bring about a re-evaluation of those things in architecture that express the American way of life to the most of us—an exuberant use of materials, color and pattern, an individualistic approach to the design and furnishing of our homes, and a healthy disdain for regimentation of any kind, whatsoever.

MILTON S. OSBORNE, *Head, Department of Architecture*
The Pennsylvania State College



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PHOTOGRAPH BY ELIZABETH HIBBS

In Caracas, Venezuela, a patio pattern of roof tile and baroque stone.

HOW TO LEAVE HOME *and like it*

By Louisa M. Comstock

Why put off that luxury cruise until the children are all safely educated. Dad is at least a V.P.. and a batch of coupons reposes in the safe deposit box just waiting to be clipped? These are not the sole prerequisites for high-style cruising on the high seas.

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—in decorating

—in cooking

—in gardening

in the 50 pages that follow.

The first spokesman for the American-look-in-clothes now describes the emergence of a similar attitude which is making the home of the 1950's different from the 1940's

The New American Look in Living

BY DOROTHY SHAVER

President of Lord & Taylor



Just as our many-faceted living created the multi-purpose American Look in clothes, so it is creating a new look in our homes. Day-to-evening dress by Vera Maxwell, courtesy of Lord & Taylor.

In fashions America's battle for individuality of expression is in the past. In home furnishings it is still in the present.

Although the American woman today is entirely a free citizen in her dress, using fashion to please herself and express herself and suit herself, in home decoration she has just begun to declare her independence.

For the first time she is overcoming the awe of European "culture" which has so long dominated her home. For the first time she is refusing to be a slave to any one period, whether out-and-out modernism or French provincialism. For the first time she is permitting her own taste, her own needs, her own judgment to shape her home.

Out of this budding independence a new kind of home is springing up all over America today, a home as distinctively stamped with the American Look as are the fashions which have won our land world-wide acclaim. As this new self-confidence grows, as our faith in our own taste becomes stronger, as our means of self-expression ripen and broaden, this new American Look in living will be equally acclaimed as a great cultural contribution which only we could have given the world.

There is no more telling illustration of America's ability to express its artistic individuality than the story of the American Look in fashions. Although the very phrase "The American Look" is known around the world, barely 20 years ago there was no American Look about our fashions at all.

Without question we had accepted the fashion dictates of Paris, although they no more met our clothing needs than would a house which uses only Victorian furnishings meet our living needs today. Finally, a few hands were raised demanding that the creative forces in America be given an opportunity for expression in design and that American designers be allowed to speak for America.

Just as our beginning attempts to express our individuality in home design may be hesitant and uncertain, so our American designers first spoke haltingly and timidly, but then with increasing assurance and, ultimately, with clarity and grace. Because they provided particular solutions to particular problems, American fashions are marked with true beauty of design.

They have a quality, an air, a spirit which is inescapable. It is implicit in the style, the fabric, the workmanship, yet it is something which transcends them all. They are the expression of a particular way of life, the expression of a free people, a happy people, a prosperous people, a young people. They are more descriptive of American production methods than a dozen lectures on economics or technology.

To the rest of the civilized world, American fashions are a symbol of our democracy, proof that here one need not be rich to be well dressed, proof that in our land (*Please turn to page* 206)

PHOTOGRAPHS BY MAYNARD PARKER





PAGE, SUTHERLAND & PAGE ARCHITECTS

The new, free look that is so American is the new American Look in living—and it mirrors our attitude toward ourselves and our homes. The new American home is a personal home. It is planned, built, and decorated to suit the personal needs and tastes of an individual person or individual family. It combines the beautiful and the practical, the old and the new, the best of all things and all times, as in the expressive, indoctrinaire home of Mr. and Mrs. Frank H. Davol, Austin, Tex.

By Joseph A. Barry

YOU ASKED FOR IT!

- *the gadgets, the conveniences, the tools*
- *durability, washability, wipability*
- *easy elegance and freedom of taste*
- *multi-purpose possessions for a many-sided life*
- *thousands of colors to paint with*
- *a lot of house for little money*
- *living rooms outdoors and outdoors indoors*
- *creative work and leisurely leisure*

...AND NOW YOU HAVE IT!

We insisted on the tools of comfort and so brightened the day's work. Our restless pursuit of goods produced the good life—an essential part of the free man's pursuit of happiness. We asked for *gadgets* and achieved a new civilization, a civilization based on technology with a democratic, American look.

The world turns around a gadget called the wheel. And man invented the wheel to reduce the friction between himself and the earth. When he rubbed horsehair against catgut, he was playing with a gadget now known as the violin. When Einstein saw a little gadget at the age of five, he was fired with the idea of exploring the universe. The gadget was an ordinary compass.

The screw is a gadget. So are shoes, a fork, and a washing machine. Who advanced Western culture? The people who washed the clothes many long hours a day or the people for whom they were washed and who were free from such drudgery?

We *do* have a gadget civilization: the automobile, the electrical blender, the paper-bound book. The automobile is a gadget which takes a worker miles away from the factory where he makes automobiles to his home in the country. The electric blender is a gadget that liberates women, as slaves liberated Socrates for argument in the market place. And for 25 cents our minds can be teased into immortality by a mass-printed, paper-bound book of Socrates' arguments.

We are called a wealthy, materialistic nation, but we do not accumulate things for the sake of piling up great hoards of possessions or money. As Peter Drucker has observed, "In all American fiction and folklore I recall not one miser." Stories of misers occur in societies of scarcity where most people dream miserably and hopelessly of a decent and secure life.

We *are* a wealthy nation and, as a result, far less materialistic than many others. The priceless virtue of our wealth is that, having it, we are now free to go on to more virtuous things, instead of being caught in the daily struggle not only for wealth, but for brutish survival.

The miracle of materials in the new kitchen, for instance, encourages us to create new delights at the dining table,



PHOTOGRAPHS BY DALE ROOKS

Furniture that performs in many ways

Our many-purpose rooms have spurred the design of multi-purpose furniture such as the love-seat (above) which becomes a full sofa by drawing up a hassock. Same piece turns into a bed by sliding out a tray or endtable (right) and adding bolster (below). By Van Keppel-Green for Mueller Furniture.





rather than relieves us for boring (if merely routine) sessions at the bridge table. The exciting dilemma today is not work versus leisure, but liveliness versus dullness. For leisure after insignificant work *or play* is like trying to sleep when you are not tired. Today's challenge is to make our work come to life, to keep leisure leisurely, rather than stuff it with busy-work.

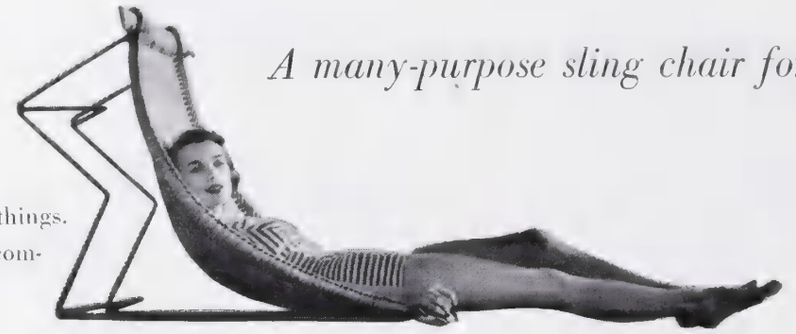
Washable, durable, wipable fabrics mean children can enjoy a home without burdening a parent. Tables that lie down for coffee or stand up next to a seat for cigarette ashes are only a reflection of our own many-sidedness. The telescope was a gadget in the hands of Galileo, just as the modern architect's use of glass is another gadget for opening to us the stars and the falling snow.

Is there, then, need there be a contradiction between technics and culture? Is our search for all things that might ease or dignify life something to decry? It hardly seems so.

Yet, there is a man of some influence who travels around the country lecturing or (*Please turn the page*)

For more multi-purpose furniture please turn the page.

You asked for it *continued*



A many-purpose sling chair for beach,

as a sling-hammock on the beach . . .

3 PHOTOS BY



as a sun-shade or wind-break . . .

rather scolding us for our pursuit of these things. The major conflict of today, he tells us, is "comfortism versus civilization."

Comfortism versus civilization!

What does he mean by "comfortism"? Gadgets and conveniences—the products of technology, the tools of comfort, the goods of the good life.

What does he mean by "civilization"? Monumentality, he says. And he cites, as examples of monumentality, Chartres Cathedral and two buildings inspired or designed by Le Corbusier: the UN Secretariat building and the Marseilles apartment house.

This man is, by no coincidence, the chief publicist in the U.S. for the International Style of architecture, of which Le Corbusier's match-box-standing-on-end UN building is best known.

Thus, to the irrationality of this architectural design we must add the asceticism of a philosophy of life which calls Western man's technical triumph "comfortism." (That is why we at HOUSE BEAUTIFUL, in turn, call this movement the Cult of Austerity.)

"Less is more," they say. "You must sacrifice gadgets in order to achieve serenity."

In the clever but mistaken juxtaposition of Chartres Cathedral and the UN building, there is an appeal to religious feeling. Obviously there may be a time in the lives of people and nations for sacrifice, even austerity. But to make a *fashion* of it, to form a cult of suffering is to risk the death of life as we know it. Fanaticism and self-flagellation are the last roads to take for serenity. "Be not virtuous over-much," the Bible admonishes, "why shouldst thou destroy thyself?"

Let's consider the International Style's false alternatives of comfortism (or gadgetry) versus civilization, a misconception that plagues some honest intellectuals in America as in Western Europe and (*Please turn to page* 192)

The new table for lamp, coffee, or magazine

Multiple usefulness is the key word in the new American look in furniture. Here, for instance, is a two-way casual table that lies down for magazines, coffee, or cocktails, and rises up to hold a lamp and perform as an end-table. Cork-surfaced with exposed cherry wood in "light melba" finish, these tables were designed by Van Keppel-Green for the Mueller Furniture Company.



pool, garden, or sun-room

Here is a new type of chair with the many useful functions you have asked for. A lounge-chair for the garden and terrace, it is also a wind-break and sun-shade for the beach or pool. Inspired by Philippine furniture, it is made by Ficks Reed Company of wrought iron (red or black) and woven rattan that holds the body like a hammock. Tip it forward and it becomes a sun-shade. Tip it backward and it turns into a comfortable cradle for sunning. It is the latest in our constant pursuit of the multi-use possession.



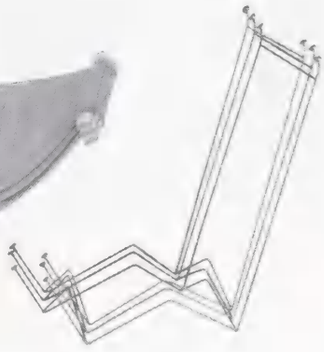
as a lounge-chair in the sun-room.



as a chair in the garden . . .

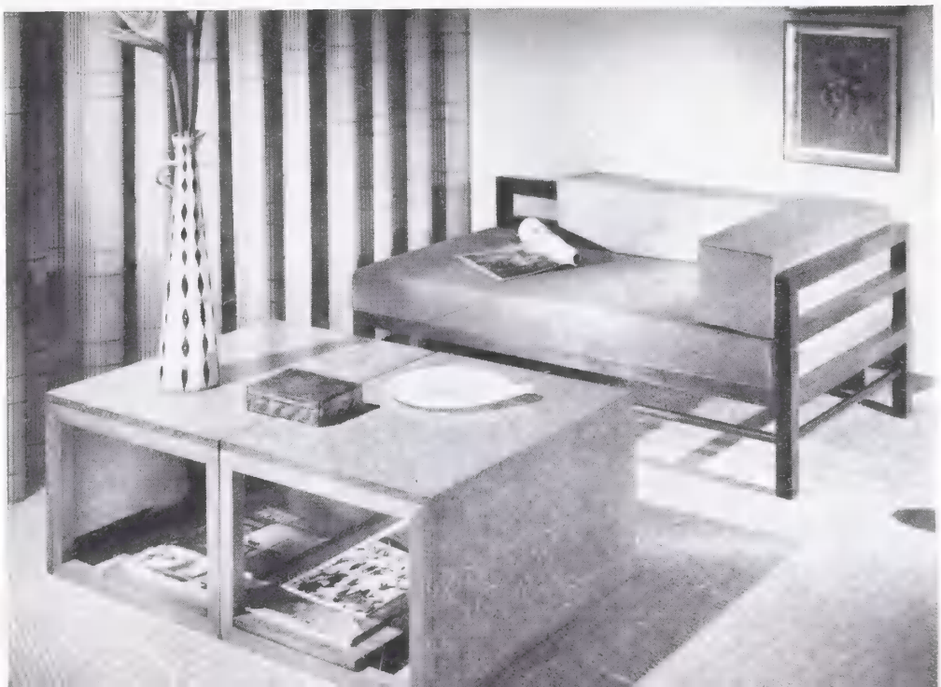


Its parts stack for winter storage.



For more multi-purpose furniture please turn to pages 159-160





A house with the New American Look in living



Total roof mass of house is 70′ long x 50′ wide—big for $20,000.

PHOTOGRAPHS ON THESE SIX PAGES BY EZRA STOLLER



Ten years ago such a house would have cost $40,000.

When a house can be custom-designed and custom-built for $20,000 it means there is a new, rich look appearing in our architecture

Exactly what is the "New American Look in living"? The *personal quality* of custom design at the *low cost* of production know-how. The ideal marriage of people's individual needs and 20th-century technics. The great discovery that *yesterday's luxury*—refrigerator, washing machine, TV-set—is *today's commonplace*, thanks to our philosophy of democratic industrialism.

How did Architect Alfred Parker achieve the new look? By applying every economic device he learned in designing $8,000,000 worth of speculative houses. And by incorporating everything he believes in in the way of human values: encouragement of a full, happy life, provision of built-in, modern means of comfort and convenience, planning for easy, efficient, and economical maintenance.

Including carport and screened porch, the residence on these pages contains 1,878 square feet and was built at the exceptionally low cost of about $10 per square foot. The over-all cost, slightly under $20,000, includes equipment that ordinarily is brought in by the owner after the house is done: refrigerator, built-in cooking top and oven, dishwasher, etc. If you have recently looked into building costs, you know how low this is. (*Please turn the page*)

The new furniture, with which this house is entirely furnished, represents the same industrial know-how that produces brilliant value for middle-price spenders. Buffet is $220, drop-leaf table $90, chairs $38. Designs are classic, in the sense that they would fit any home background.



Mr. & Mrs. Richard Titelman
Owners

Alfred Browning Parker
Architect

Helen Sells Clarkson
Decorator

Richard Plumer-Miami
All draperies and accessories

Consider H. Willett, Inc.
All furniture

The technical know-how that made this house spacious, efficient, and inviting is not readily apparent. It does not say "look at me," but rather "come live in me, relax and be yourself." A full complement of furniture looks uncrowded.



The new American look in living *continued*

With consummate skill Architect Parker combined what people should have with what the building industry can give them in a finely designed house. The efficiency with which he planned the building of the house can be seen in the ef-



ficiency of the house itself: its traffic plan, its zoning of working, living, and sleeping areas, its use of structural details for decorative effect, its application of the best modern materials for hard usage and easy care.

This house was custom-built, but along the lines developed by merchant builders of low-cost houses: Materials and construction flowed in the proper order; work was so scheduled that one set of professional workmen finished their job as another set took up and continued the building. Corners were cut in costs in small but accumulative ways, so that there was a great saving in the end, although

(Text continued on page 173. More pictures on next page.)

Cooking counter in kitchen works from the other side as an eating bar. See plan on opposite page. Note on plan how plumbing of kitchen and bathroom is economically centralized on one wall. Refrigerator niche in brick wall is neatly closed in across top with cabinets, making one move do the work of two.



The character of a more expensive house was achieved by using old brick and working out such masonry details as the corbelled shelf above the bed. Yet where masonry meets wood, no tricky joints called for additional labor. Low, though airy, furniture increase optical bigness of room while looking substantial.

The new American look in living

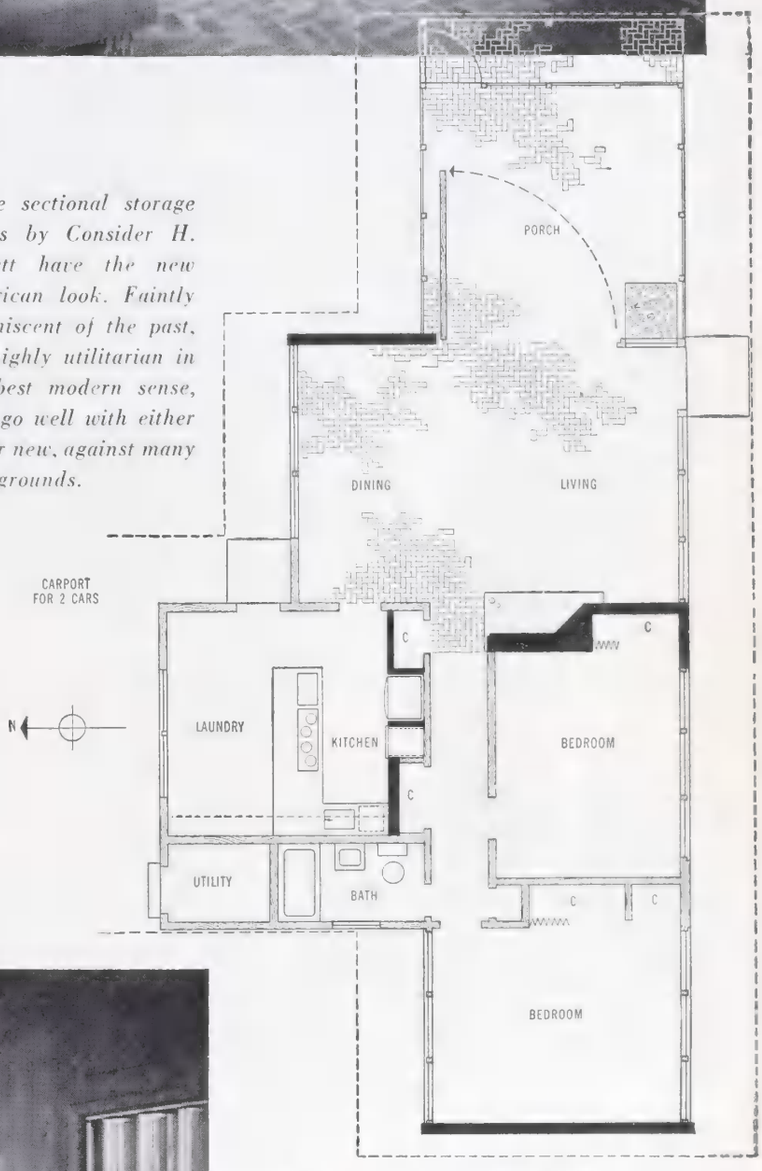
continued



In this picture you are standing in the living room looking out onto the porch through a 12-ft. wide opening. The door closes and becomes the living room wall. See plan below.



These sectional storage pieces by Consider H. Willett have the new American look. Faintly reminiscent of the past, yet highly utilitarian in the best modern sense, they go well with either old or new, against many backgrounds.



Study this plan well, for it is an economical one, even though it has an irregular outside perimeter. Because of its hidden know-how, it has 1,878 square feet of living space.



Two ways to make a small bedroom seem larger: Make the windows go to the ceiling and use furniture that is small and neat in scale. Bedroom at left illustrates both points.

For more about this house turn to page 174



You are richer





The new American Way of Cooking is *so* new that lots of people have not caught on to the freedom it gives. It takes a full knowledge of what industry offers *plus* a well stocked pantry

and freer – than you think

Learn how to use the wealth of today's pantry. Read how to translate gourmet recipes into modern foods and techniques, and you are well on the way to fun and creative freedom in your own kitchen

By Poppy Cannon

Never has so much been available to so many as now. The world's delicacies and specialties are ours for the asking. The world's greatest dishes are ours for the knowing. The modern epicure adds to the *know-how* of today's techniques the *know-what* and especially the *know-why* of the finest cooking of all lands and all times.

Our markets are so full of so many things that we can all be as well fed as kings. If servants are vanishing from the kitchen, a thousand and one servants are working for you in the canneries, the packing houses, the frozen food plants, and the packaged-mix factories across the country and, yes, overseas.

Today you can use the power tools and magical gadgets at your disposal to take over where they leave off. And so you can prepare food that ancient kings never dreamed of. The odes and sonnets that Thackeray composed to bouillabaisse, and Sir Sidney Smith wrote to salads, should be written by American poets to electric blenders, Roto-broils, self-turning ice cream freezers, automatic deep fat fryers, and pressure cookers, which make it possible to serve, at a moment's notice, the Daubes of New Orleans, the Tripe of Caen, the paprikas of Budapest.

And the can-opener! That *open sesame* to wealth and freedom. Much maligned, little understood, it is the key the *new* American gourmet knows, to a treasure house of commercially processed foods that are ideal materials for wondrous dishes that once consumed infinite time and patience in their making.

These unparalleled riches, this lavish, enticing, luxurious, incredible treasure trove of edibles adds up to one thing: creative freedom. Freedom from monotony. Freedom to roam the world of delight. Freedom from tedium, space, work, and your own inexperience.

Freedom from time: Remember how long it took to shell a pound of peas or lima beans, to simmer, skim and clear consommé, to peel and mash potatoes, to defeather, singe, and dress poultry, to take the veins from shrimp? Now, whatever it is you want, whenever you want it, you will find it prepared, tinned, frozen, or perhaps merely cleaned, packaged and flown to you. Canning, freezing, dehydrating make time stand still, turn your winter pantry into summer, and parade all four seasons simultaneously through your kitchen.

This new freedom adds to the time-span of pleasure, but it does *not* decrease the demand for fresh food in season, contrary to a popular misconception. Sales figures show that during "roasting ear time," for instance, there is, each year, an increasing demand, not only for quick-frozen corn-on-the-cob, but for fresh corn as well. The same is true for strawberries and peaches. Many people now combine quick-frozen with fresh fruits, using the already sliced and sugared berries for the shortcake, or in (*Please turn the page*)



You are richer—and freer—than you think *continued*

an ice cream mousse or soufflé, and the whole fresh berries as a garnish.

Freedom from space: You can now travel not only in time but in space, soar past regional and national boundaries. Van Camp puts up a full line of Mexican food. Rokeach provides Jewish delicacies, gefülte fish, borscht, and schav. There are frozen Italian pizzas and, even better, the pizza sauce, Pasta Fazool, minestrone, and ravioli. New Orleans cans its famous crawfish bisque; Georgia, its Brunswick stew; New England, baked beans, brown bread, and Indian pudding; Kentucky, Burgoo.

A tin of genuine Cassoulet sells for $1.89 and serves two. But far more interesting and practical is a cassoulet made from canned tomato-sauced baked beans, well-seasoned by you with thyme and garlic, combined with cooked meats from the refrigerator, and slices of salami from the delicatessen. Topped with buttery bread crumbs and served with the traditional sprinkle of fresh parsley, the result comes closer to the spirit as well as the taste of the original. This is just one example of the way our most ordinary and plentiful foods can change their nationality—and make you free.

Free you are to enjoy fresh oysters, although you may live inland in Iowa, and shrimp and clams, or the langouste (sold as lobster tails) from South Africa, Australia, Cuba, and Panama. Florida orange juice is yours any day, Hawaiian pineapple, Alaskan salmon, Newfoundland whale steaks, Norwegian brook trout, French pâté de foie gras, Texas grapefruit, and real Vermont maple syrup.

Nor have we yet mentioned the dozens of different kinds and blends of teas and coffees. And the herbs and spices! Monarchs like Louis XIV sent emissaries

40 Easy Recipes for Famous Epicurean Dishes—thanks to one mix



GE LAZARNICK

Conversation piece for a party dessert: the classic French croque-en-bouche, *so easy to make with a mix. Guests help themselves to tiny custard-filled cream puffs, picking them from a pyramid which is held together with caramel syrup, decorated with rosebuds and flowers. For forty of such epicurean recipes as cream puffs, popovers, crêpes suzettes, Parisienne fritters, read column at right.*

What's in a mix? It's *no* secret. Read the label. (It's always a pretty good rule!) Flour, shortening and salt. That's all. You must add milk and eggs just as if you were starting from scratch.

What's *really* in a mix is confidence—new horizons—the courage to try your hand at so-called fancy cooking. Cream puffs and all its variants, crêpes suzettes, blintzes, fritters, rosettes and timbales—these are only a few of the many impressive delectables which become not only possible for you but easy, quick and *sure* when you start with a prepared mix.

A budgetary expert would tell you that the cost of the packaged mix, while a mere 12¢, is about three times the price of ordinary ingredients bought in bulk. True it's a special type of flour—not an all-purpose flour or a pastry flour, nor a cake flour, nor exactly a bread flour, but one scientifically blended to produce a delicate, thin, waxy crust. This popover mix uses unbleached flour with extra good flavor. It is laboratory tested for protein, ash and moisture content. The shortening also is scientifically selected and controlled—pure leaf lard it is, a fat most prized by old-fashioned pastry cooks and hard to come by these days. Nothing special about the salt except that it is *there*, and there's no chance of forgetting that essential pinch. No need to sift the flour. No way to "miss" on your measurement.

Just as important, maybe more important, is built-in success. Generations of experience is in the little box. *The recipe printed on the package incorporates the results of endless trial and error* . . . it frees you from shibboleths and inhibitions.

Cream Puffs

More women show more interest in cream puffs than in any other one dessert. Although they are not difficult to make, they do appear to be frightening. I have tried this method over and over again, in all manner of (*Please turn to page* 165)

to the far-off corners of the world to gather exotic spices with which to tempt his jaded palate. But today those who comb the world in search of edible treasure travel farther and faster than any courtier. Nor is the use of such treasure confined to fancy or expensive foods. The makers of the world's most popular bottle of ketchup send their own spice buyers to the Orient. The manufacturers of pre-cooked packaged rice invade the rice fields of the Philippines in search of perfect grain. Outsiders are amazed at the amount of research that goes into the making of popularly-priced mass-produced foodstuffs: Seven years to develop an angel-cake mix. Ten years to grow the kind of green baby limas that America likes.

Freedom from anatomy: The present day epicure is freed even from the limitations of animal structure. What with the sale of poultry (*Please turn to page* 187)

DECORATING "SEPARATES"

one reason there's a new look in living

They are an old favorite in clothes. But in furnishings they are news. They serve many functions: they go with modern or traditional, and add variety and personality to your home

In the world of fashions, "separates" are an old story. But in the field of home furnishings, they are a new, exciting development in our attitude toward decorating, a change that reflects the revolution in our daily life.

Women, for some time now, have been buying belts, skirts, sweaters, all kinds of separate, independent pieces of clothing, which they could mix-or-match as the fancy struck them. Now men and women are discovering the same liberating advantage of buying decorating "separates." With this broader point of view, they can add a piece of furniture to what they already have without waiting endlessly for the day when they have saved enough to do a complete job of redecorating.

Manufacturers are responding swiftly to the new demand by designing individual pieces (*Please turn to page* 162)

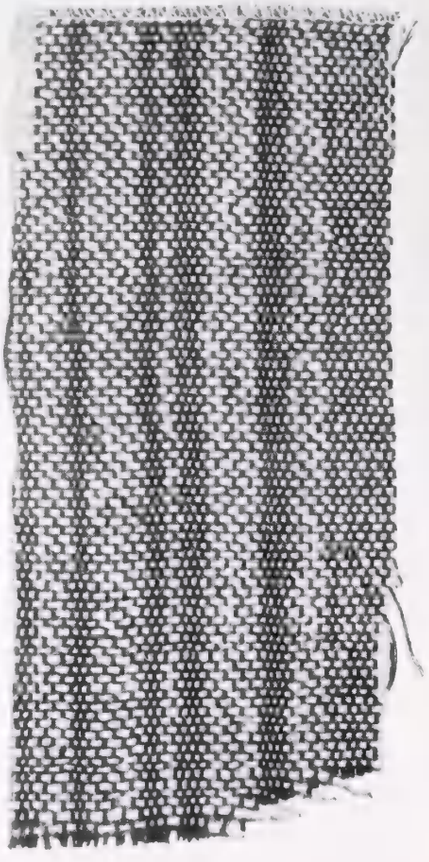


A light little table with a carefree glass top, it can be used in many ways and places where a bulkier one cannot.

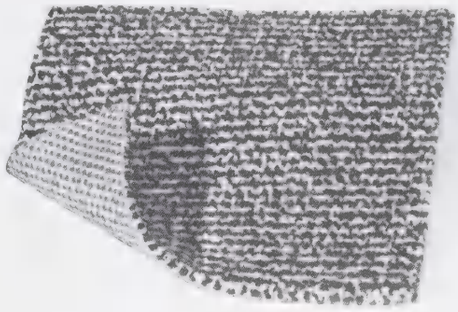


The small square tables (right) can be moved about to be used individually, or joined together as one.

TWO PHOTOGRAPHS BY MAYNARD PARKER



Like a tweed skirt, this hand-woven fabric is a classic that can serve as curtain or upholstering material to go with anything, since it has no style label.



This tweedy rug also carries no style or period label and can be employed in a variety of ways and combinations. Its salt-and-pepper coloring makes it very practical; it shows few signs of tracking or spotting.



Typical of decorating "separates," this table has no stylistic mannerism that insists on your complete attention. Consequently it can be freely used in combination with other furniture.

"Separates" shown on these six pages are from a co-ordinated group of furnishings called **"Pacifica."**

THREE PHOTOGRAPHS BY MAYNARD PARKER



Oriental in inspiration, this design in chairs and tables has endured for centuries, due to its practicality, simplicity, and organic beauty. And what is more important, it will outlast the whimsical styles of a good many "modernistic" pieces whose fashion lasts only a season.



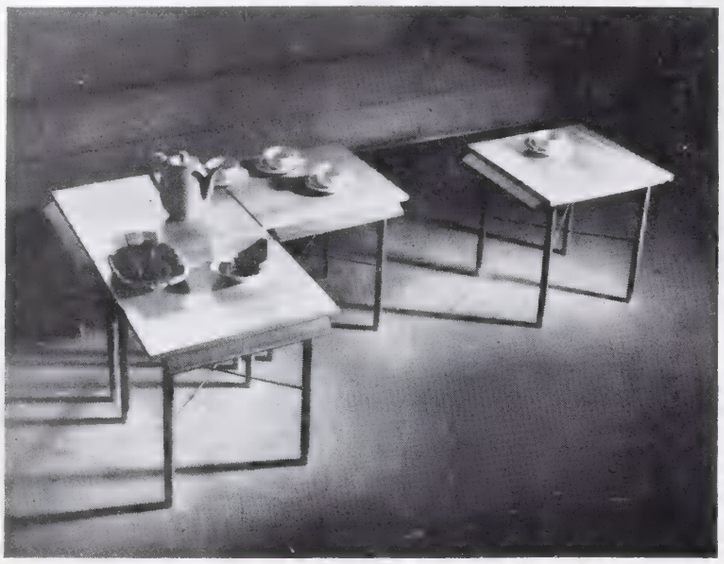
Decorating "separates" allow for loose, asymmetrical arrangements, often ideal for corners of a room. They also permit one to arrive at considerable individuality without great expense.

For more about decorating "separates" turn the page

DECORATING "SEPARATES"

continued

PHOTOGRAPH BY MAYNARD PARKER



Here is a group of tables that can form one long cocktail table or be broken up and used individually. These tables can also be used in many different arrangements according to need. Their simplicity of design gives them a flexibility of function that is now in demand.



PHOTOGRAPH BY ANGELO PINTO

For those who have a feeling for rough, textured surfaces this lamp base might be ideal. Made of metal, it is flecked with the gold of brass and copper, more colorful than photo suggests. "Separates" such as this enrich, lending a touch of the exotic

PHOTOGRAPH BY HERRINGTON-OLSON



The oak chest (left) is modern, but it might easily combine with a room of period furniture, so direct and well-proportioned are its lines. The chest is one of a family of ten related pieces, so you could add a unit, or re-group in an entirely different way. This flexibility characterizes the new American look.

The perfect "separate," if you'll forgive a pun, is the classic, separating screen used from Tokyo to Paris in all periods of furniture. The harlequin motif, too, is as universal in appeal as the clown and fits into any room with the ease of a sunny smile. It can dispel monotony in decorating as well as break up space into small and more usable areas. Photographed at Kneedler-Fauchère.

COLOR PHOTOGRAPH BY MAYNARD PARKER





DECORATING "SEPARATES"

continued

An alternative to having your guests, when there are many, eat from plates in their laps is to arrange a coffee table as shown (left). You can carry off even this extreme of informality if you are prepared for the occasion in advance with the proper table, cushions, accessories, and table service.

Groupings of these "Pacifica" furnishings will be shown at

Jackson's
Oakland
Sacramento

W. & J. Sloane
San Francisco
Beverly Hills

Frederick and Nelson
Seattle

ROOM DESIGNED BY WURSTER, BERNARDI & EMMONS



With decorating "separates" it is much easier to furnish an interesting corner of any room.



Inspired by the Orient but made in America, these rattan chairs and oak chest can be used in any room either together or individually.



The simple, functional but always graceful forms of the group of decorating "separates" shown on these pages blend particularly well with the similarly simple lines of modern architecture and contribute to the indoor-outdoor feeling of today's home.

The virtue of buying "separates" in furniture is that each piece tends to become an object of beauty in itself, as is the case of the oak cabinet (below). Note how the smoothness of the wood is played against the rough, pebbled texture of the wall.

ROOM AND TERRACE DESIGNED BY JOHN DINWIDDIE, ARCHITECT

ALL PHOTOGRAPHS BY MAYNARD PARKER



Here an antique is used in conjunction with and in contrast to some modern pieces with rich, decorative effect.

More about these furnishings on page 164



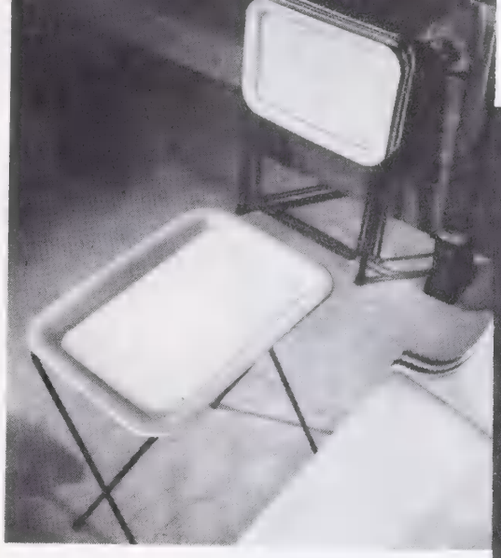
Today's table settings have a fresh and spirited new elegance, for we feel free to use whatever we wish as long as it's appropriate. Some years ago who would have dared set a party table with startling black plates and porcelain-handled cutlery on a printed cloth? "El Encanto" Franciscan China by Gladding McBean. This cutlery and all table linens, courtesy of Lord and Taylor, New York.

PHOTOGRAPHS BY MAYNARD PARKER



Nowadays you don't judge the elegance of a table setting by its impractical grandeur, but by its originality and appropriateness. The delicate-looking fruit basket place mat, imaginatively executed through a glass plate, is as easily washed as the plate itself. Tamnis Keefe designed all these screen print linens, courtesy of Lord and Taylor, New York. Heirloom "Reigning Beauty" sterling is by Oneida, Ltd.

PHOTOGRAPHS BY WILLIAM HOWLAND





A meal in Mrs. Haines's living room is as gracefully served as any turn-of-the-century dinner. Yet it is effortlessly presented on trays, each meticulously set with her loveliest table things. A tray is laid on a folding tray table before every guest.

The new way of

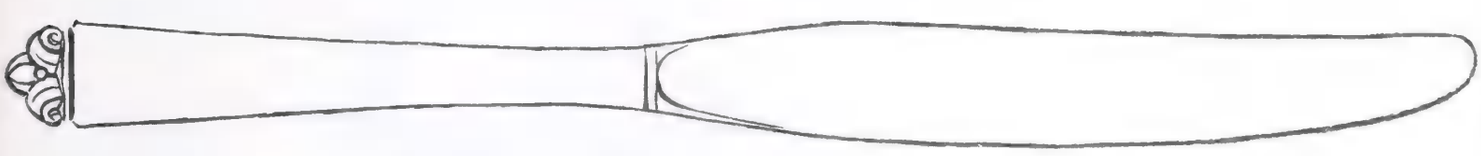
Easy Elegance

A hostess noted for the brilliance of her tray-meal parties divulges eight secrets and a dinner menu that can give today's casual entertaining an inspired new air of elegance

By Edith Key Haines

For some time now American women have sensibly stopped trying to perpetuate old-style book-of-etiquette entertaining formulas in their servantless, small homes. As a result, a new kind of entertaining has evolved—freer, easier on the hostess, less rule-ridden, and usually more fun than the old grand-manner hospitality. It is referred to, misleadingly I think, as casual. For the word seems to imply that a party meal easily prepared and served without pomp must sacrifice that special fillip of grace and completeness called elegance. But this is not true, of course.

Single-handed, you can turn a tray meal into a full-fig dinner party and delight your guests with its elegance. I've been doing it for years. The technique boils down to eight fundamentals, which I am happy (*Please turn to page* 166)



Take advantage of sterling's perennial elegance.



A conversation group arranges itself naturally in what would otherwise be a dead corner. Oblong table services both sofa and armchair without forcing them into symmetrical relationship. Pair of small coffee tables may be divided, used wherever convenient.



Long bench-table, serving many uses, is ideal nucleus for corner group. Include sculpture and painting and you make room seem larger by drawing attention from center. Furniture here and above designed by William Pahlmann for Grand Rapids Bookcase & Chair Company.

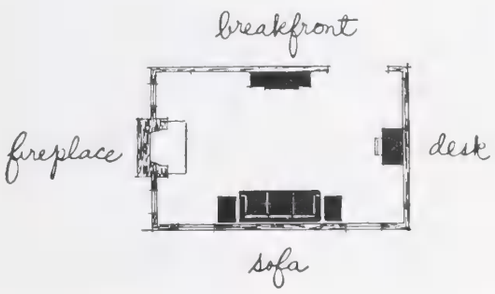
Storage units can extend all the way to corner, make space pay practical dividends. Counter-top doubles as lamp table, permits unorthodox placement of chair with back to window. Furniture designed by Finn Juhl for Baker Furniture Co. Accessories, courtesy of Accessories & Design, Inc.

THREE PHOTOGRAPHS BY DALE BOOKS



You can get more usefulness out of your rooms if you know how to furnish the corners. Too-small rooms will hold more furniture without seeming cluttered. Too-large rooms will be reduced to more intimate proportions

How to make every corner count



The old-fashioned way *of furnishing a room demanded that a big object (like a sofa, breakfront or fireplace) be centered on every wall. The corners of the room were ignored, hence became useless space.*

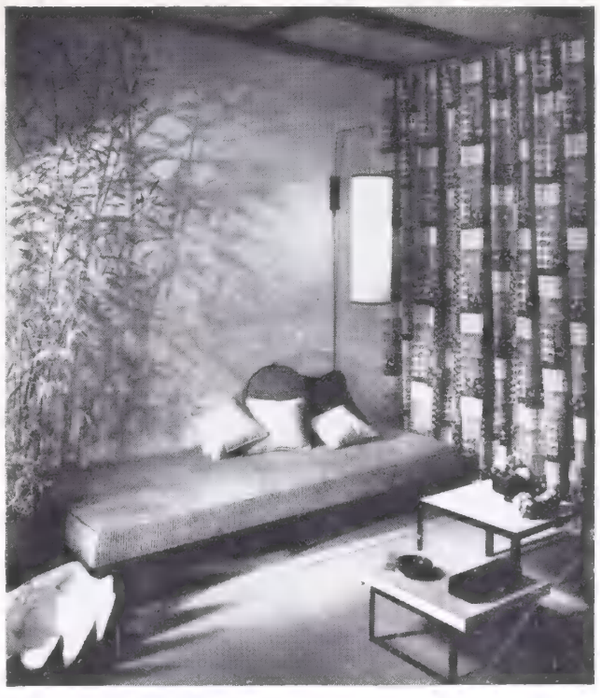
One of the clearest hallmarks of the new American look is our new way of arranging furniture. We've discarded one of the canons of classical decorating that says you must center your most important furniture in the middle of the wall, that you must have symmetry no matter how artificial or inconvenient. Instead, we concentrate on corners, arranging them as separate areas but related to each other. As a result, new types of furniture have been created—the long, low bench-table, the low hikie. Every square foot is put to real use, and small rooms seem larger because the eye is drawn away from the center.

JOHN DINWIDDIE, ARCHITECT



Where two glass walls make a corner, you'll want low furniture that won't obstruct view, such as this hikie and casually placed round table from "Pacifica" group.

TWO PHOTOGRAPHS BY MAYNARD PARKER



Use low piece for lounging where glass wall joins partition. Wall lamp lights corner at night, obviates awkward use of lamp table in window. "Pacifica" group.

The HOUSE with an INTERIOR

America's leading architectural critic here describes a new direction. A balanced life begins at home, he writes, and now at last our houses are turning from exhibitionism and extreme extroversion toward the encouragement of the inner life

By LEWIS MUMFORD

At the very beginning of the modern age, a great country house was built in England. Glass was getting cheap in the Sixteenth Century, and so much glass was used in this mansion that people expressed their wonder in a rhyme:

Hardwick Hall
More glass than wall.

The wave of fashion that was so started gathered head slowly, and it is only during the last 20 years that houses in America have finally been created with completely exposed interiors: all glass and no wall. We can hardly go farther along that line without abandoning the practice of living in houses altogether; so I suggest that the next step will be in an entirely different direction—toward the house with an interior. In that process, something that modern architects have forgotten about human nature and human activities will be brought back into the picture.

Fifteen years ago, when I was finishing *The Culture of Cities*, I caught my first glimpse of this necessary reaction. An old friend of mine, who lives on the West Coast, had just finished building a house on a cliff, where only a lonely madrone tree stood between him and the icy waters that broke against the black rocks. From photographs, the house seemed like a cross between a windmill and a lighthouse, an effect that was accentuated by the fact that except for the ground floor, there were no visible windows on the landward side. This tower seemed a curious throwback to the eighteenth-century Gothic revival—the tower without the castle.

At that time modern architecture was just beginning once more to achieve respectability in our country, and the fight for good orientation, for generous windows, for the open plan was still far from won. So I was a little vexed over the fact that my old friend, who is a psychiatrist by profession, should have defied the "reality principle" and have lent his own example to such an escapist design.

On our first morning together, as I tried to feel my way into this delicate subject, I found that our positions were soon being reversed. My friend, in his professional capacity, started to attack me or, rather,



Good modern architecture, whose godfather is Frank Lloyd Wright, does justice to all parts of human personality. It offers sunlight and pools of deep space, openness to nature, and sheltered recesses that invite the eye and the mind inward.

Two homes designed for the inner life by Frank Lloyd Wright

the kind of architecture he found illustrated in the books on my living room table. "These new houses," he said, "are all very well: a natural and proper reaction against everything we used to call Victorian —the lace curtains that kept out the light, the unhygienic carpets, the tortured forms of furniture, the sentimental imitative art, the immense amount of back-breaking work that fell on housewives and servants. I am all for making the interor simple and clean and letting in the sunlight and the sky and the garden. If that's modern architecture, I am for it. But these houses,"—and he turned to an early modern example whose front was a wall of glass— "are fakes, even in their claims to openness. The only window that opens so as to let in direct sunlight, with its germ killing ultra-violet light, is smaller than any window in my house. That wall of glass is a show window, not a functional window, and this kind of house is meant only for one type of person, the complete extrovert, who doesn't mind living his life in public. At present, that is our American vice: the extrovert (*Please turn the page*)

PHOTOGRAPHS BY EZRA STOLLER



dominates us and everything he does is a form of publicity. As a result, we have no interiors, psychologically speaking. My patients don't discover their inner life until their outer one is beginning to crack up, and they are afraid of losing their jobs or their husbands. Actually, this house, with its appearance of freedom and openness, is an engine for the abolition of privacy and the repression of the inner life."

That was a pretty drastic dose of criticism to take at one gulp, and I don't pretend that I accepted it quickly or easily. But I was aided in my understanding of what he was driving at by the fact that at this moment I was trying to interpret the plan and layout of the medieval city. What was the meaning of its walled gardens, its closed courts, its short streets that so often terminated in a building? Suddenly my friend's words made plain the secret of the medieval town and its architecture: These forms, with their innerness, their enclosure, their sense of protection and security, their feeling of sanctuary, had been created by people with interiors. Their inner life—their prayers and their dreams—was more important to them than their external activities. The diet of medieval people was poor. In the winter they were often cold and miserable; physically they didn't know the meaning of privacy or comfort. But to offset that they had rich and wonderful interior lives, as rewarding as the tapestries their ladies wove—tapestries that could not be taken in at a glance, but must be patiently read, almost spelled out like a book.

In the development of modern life, that innerness had, by almost imperceptible stages, been lost. Our energies had expanded outward, conquering time and space, breaking down the old protective barriers, laying open new territory, finally emptying out all that was intimate and secretly nurtured, all that was individual, in order to throw ourselves into external and public activities. Our houses, by now, expressed this fact. Without any command from Le Corbusier, we were creating machines for living that were fit only for machines to live in. Medieval man had never been at home in the outer world; but we were at the other extreme, for modern man was no longer at ease in an inner world. Though Freud and his followers had been revealing that world for almost half a century, we were still conceiving contemporary architecture as if the inner part of our life, the private parts, the lonely parts, should seek no outer expression. Our exposed interiors forced us to be forever on parade. They made no (*Please turn to page* 188)

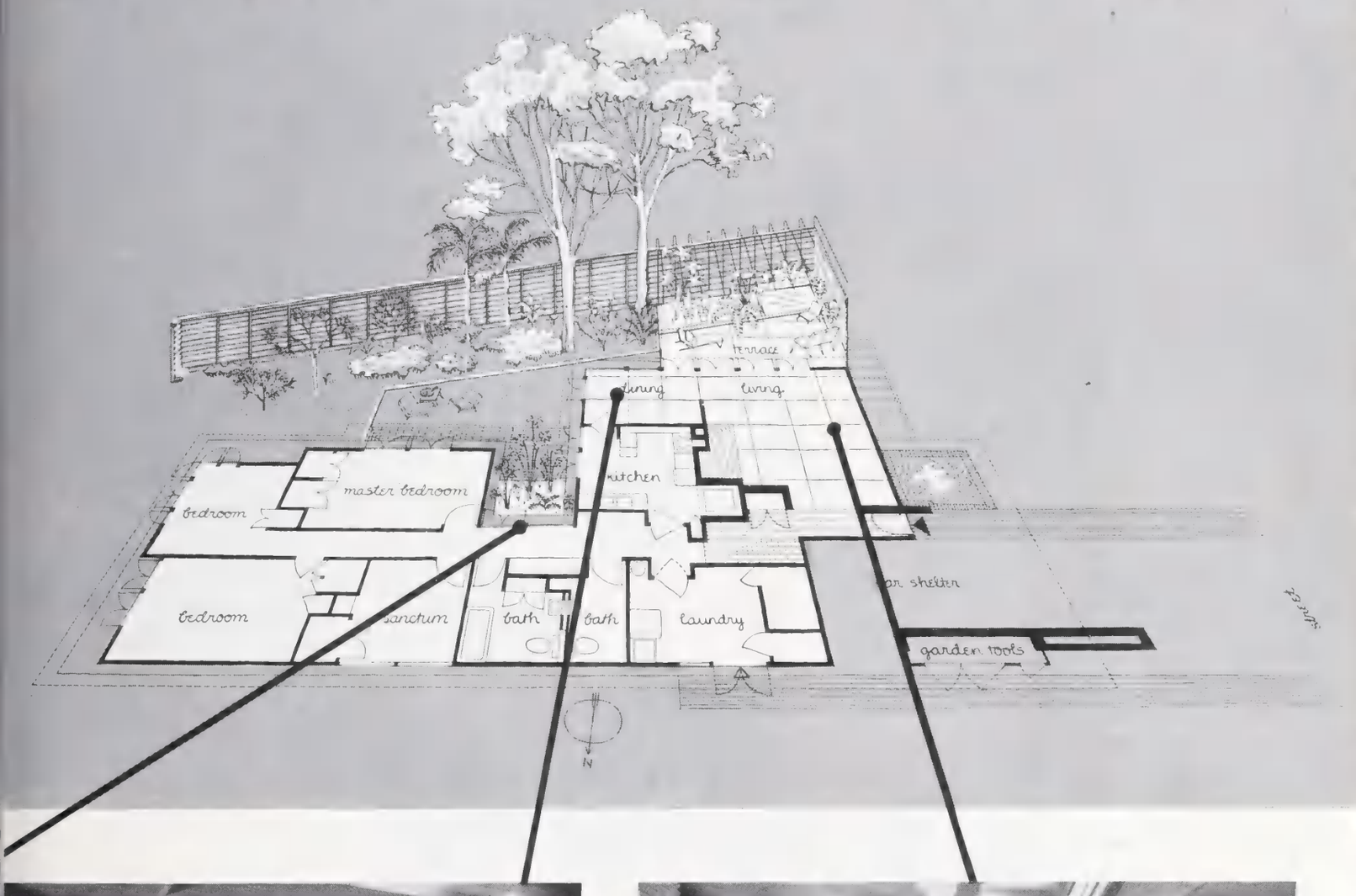
This house

A new kind of containment, of enclosure, marks this modern house in New Orleans. Study it to see how it blends indoors and out in a restful pattern of sunlight and shade, avoiding the extremes of being either showcase or cave. It masters the critical problems of outlook and privacy posed by the typical suburban lot—problems which, if unsolved, mean failure for the house as a whole. Although designed for a sub-tropic climate, this house has important implications for people everywhere.



As you walk through this house, you are constantly aware of the outdoors, of the lush growth of the walled patio. But you are also grateful for the fact that you can escape it if you want to.

has a New Sense of Shelter





Outdoors is seen through papyrus leaves from hall (left). You are surrounded by it on two sides in the dining room (above). And in the living room (right) the polished moss-green floor flows right out into the patio without break.



You always see this private little world from a cool, shady interior. It could easily be gloomy but it isn't, due to the fact that daylight also enters the rooms from skylights and gable ends. You feel sheltered, never trapped.

Turn the page

This house has a new sense of shelter

Thousands of people all over the country are building on narrow lots, but few of them are achieving houses as spacious or as endowed with a sense of shelter as this one by twenty-eight-year-old architect Albert Ledner for the Jim Goldates in New Orleans.

Many good ideas are apparent in this house, but the most important single ingredient is its space organization. Restricted by the narrow lot to very limited *horizontal* dimensions, the architect employed *vertical* ones to gain spaciousness. Instead of low, flat ceilings, he has used the lofty gabled slopes of the roof itself. Unable to use conventional windows for reasons of privacy, he has placed glass areas in unexpected ways above the cornice line. The result is exhilarating. The ceilings seem to float above you; and the enclosure is neither dark nor oppressive, as it might well have been in rooms of conventional shape. As a matter of fact, this skillful manipulation of the third dimension of height adds appreciably to the apparent size of the rooms which are not, actually, very large.

Thus, in the hands of a real artist, limitations become assets. There was never a picture painted, a statue carved, or a house built but that the size of the canvas, the marble, or the plot played a (*Please turn to page* 184)



Scenic wallpaper covers sliding panels of closet wall in master bedroom. Here too room is visually enlarged by sloping ceiling.



Instead of windows facing afternoon sun and busy street, living room is daylighted by a gable end in glass. Cornice is perforated over piano to create changing patterns of light on floor and ceiling.

The living room offers a glowing, friendly enclosure for furnishings as varied as Gothic wood carving, Georgian andirons, tropical foliage, modern furniture and paintings, antique lamps.



PHOTOGRAPH BY RODNEY MCKAY MORGAN

This house has a new sense of shelter *continued*





The sense of spacious ease in this room comes from allowing the ceiling to follow the soaring roof line and then introducing daylight, above eye level, through a glazed gable end. As a result the ceiling is itself lighted and does not become oppressive. This balanced illumination is re-enforced, subtly but surely by Mr. Goldate's light, clear, color scheme which, except for accent colors, never strays far from the warm pinks and browns of brick and cypress. Because of this handling of light and color, the room can be cool and shady without seeming gloomy. Indirect lighting in wood cornices approximates this effect at night.



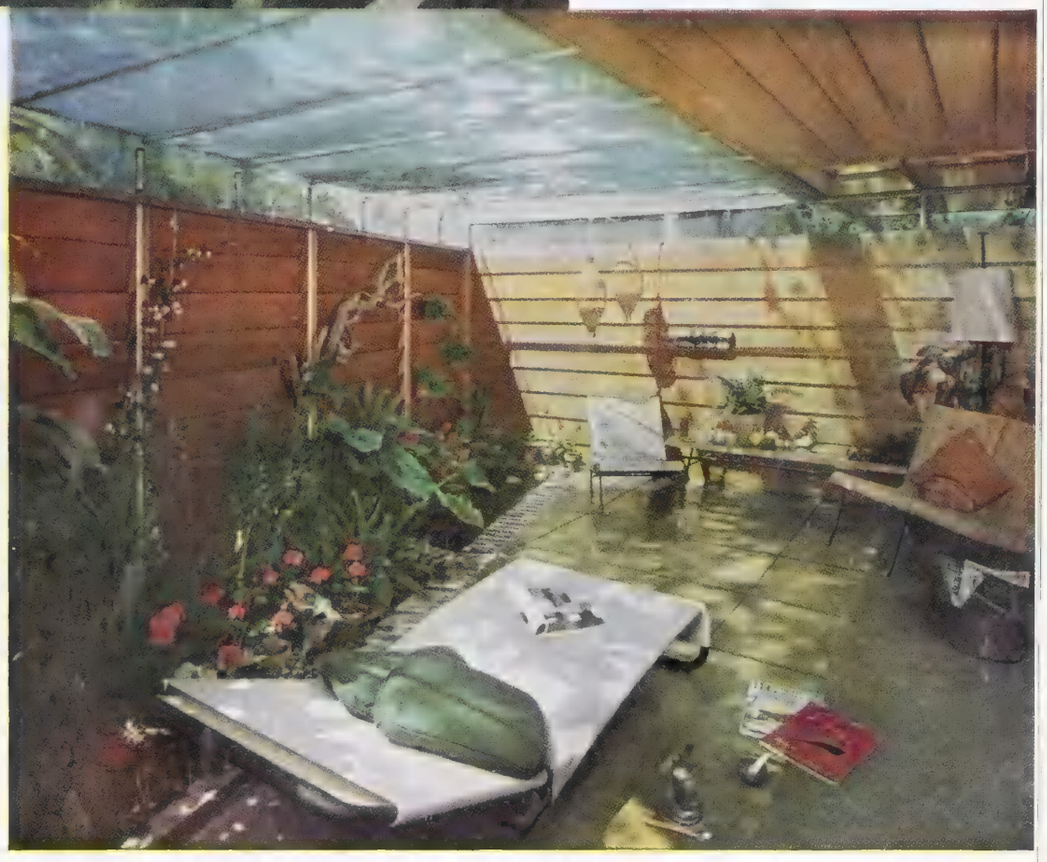
Albert Charles Ledner, Architect

Mr. & Mrs. Jim Goldate, Owners

Jim Goldate, Decorator

Hemenway, New Orleans,
Furniture & accessories

Obviously contemporary, the street front of the Goldate house is quite unlike the dominant styles of the city. Yet because of its familiar materials—cypress and brick—and its quiet unpretentious forms, it fits easily into its neighborhood. The windowless front wall extends beyond the living room to enclose the landscaped patio shown ***at right. An ideal use of*** *a narrow city lot.*



The patio is one of New Orleans' long-tested and best-loved architectural features. Its main drawback is insects, especially at night. Here this has been overcome by enclosing it in a screened cage. Far wall gives privacy from street, protection from west sun. Left wall screens neighbors. The lavish overhang protects living and dining room doors from sun and blowing rain.

PHOTOGRAPHS BY RODNEY MCKAY MORGAN



Quiet, private, securely related to its own terrace by a bank of glass doors, the master bedroom employs the same architectural and decorative devices as the rest of the house. Here again ceiling follows roof, cornices conceal indirect lighting, and colors are carefully integrated for spacious, cool repose. The sense of enclosure in this house reaches its height in this room.

Further details about this house on page 186



Privacy with no threat of claustrophobia is a mark of sound value in a ready-built house like this one. Glass wall is turned toward a pleasant view—not toward a busy street. Trees left standing by builder shade west windows in afternoon. Brief fence may be added to increase privacy of terrace. Furnishings chosen by architects can be duplicated for less than $2,700.

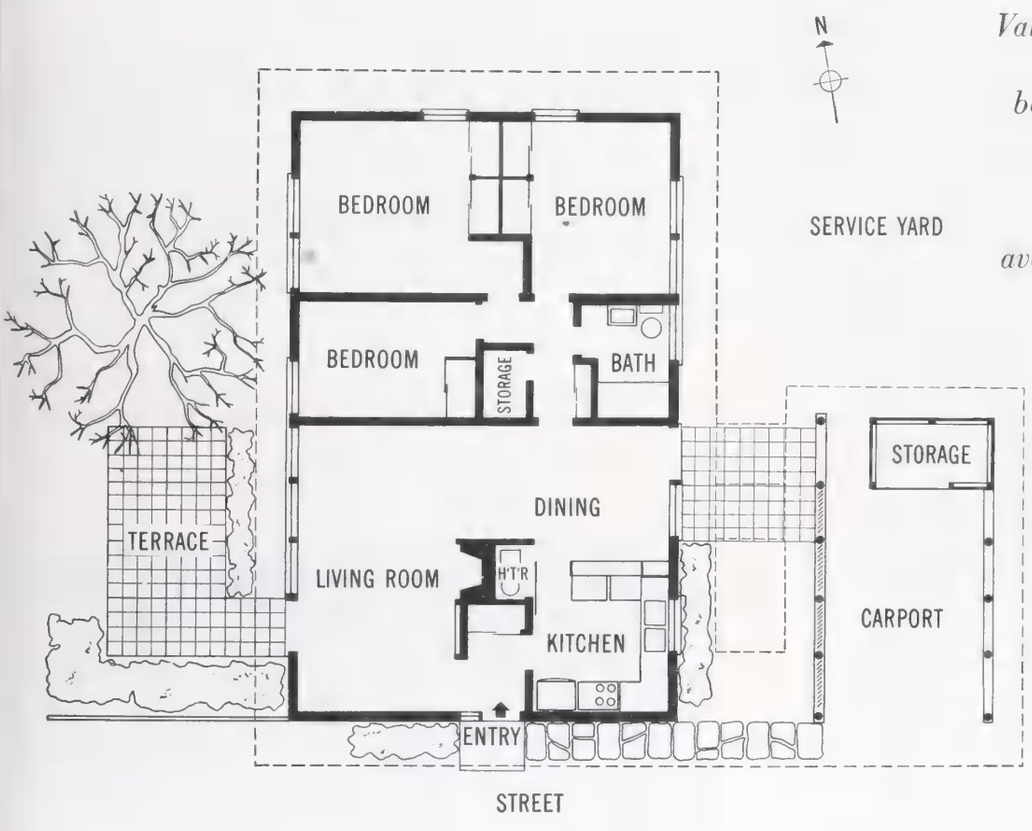


PHOTOGRAPHS BY ROBERT C. LAUTMAN

End of house lighted by clerestory windows is turned toward the street. Extension of sloping roof over breezeway and carport gives an attractive line, makes the house look wider. See how brick-veneer wall at left provides pleasant textural contrast.



A house for the family with $7,000 a year



Values in family living that used to be synonymous with the expensive custom-built house are now available to families with incomes of $7,000 to $9,000 a year

By Mary Roche

When you begin to see ready-built houses with many of the living values that used to be found only in expensive custom-built homes, you know the look of Americans is changing. You may not yet have encountered any in your own community, but development houses like this prove them an accomplished fact. It is one of 125 on a 55-acre tract in Fairfax County, Virginia. The price, covering 1,066 square feet of enclosed space plus an improved lot of one-third to half an acre plus basic landscaping, is $16,750—a suitable investment, says the Federal Housing Administration, for families with incomes of $7,000 to $9,000 a year.

And see what you get for it! The size of the lot in itself is uncommonly generous for a development house. In addition, the complete lot is sodded and graciously shaded by full-grown trees left standing by the builders. It cost them nothing to leave the trees. (*Please turn the page*)

A house for the family with $7000 a year *continued*

but it saves the buyer considerable expense in landscaping his property.

Another plus value is the carport which has been made an integral part of the house design by the extension of the sloping roof. Not only is the carport itself sturdier because of this device, but it also makes the house look larger from the street.

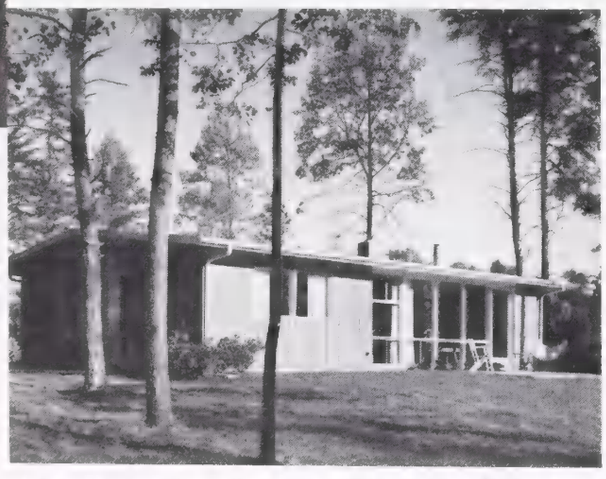
Its back wall consists of an outdoor storage closet which the architects felt was an essential addition to the better-than-average storage space indoors.

The price of the house also includes kitchen equipment—refrigerator, range, garbage grinder, and exhaust fan—items which 20 years ago would have been considered "furnishings" to be provided by the buyer.

How do they do it? Part of the answer lies in the architects' ingenuity in turning building economies into design assets. For instance, the exposed trussed rafters, although they call for more expensive insulation and a built-up roof, make an additional ceiling unnecessary. At the same time the upward slope of the roof-ceiling gives a maximum feeling of spaciousness to the interiors.

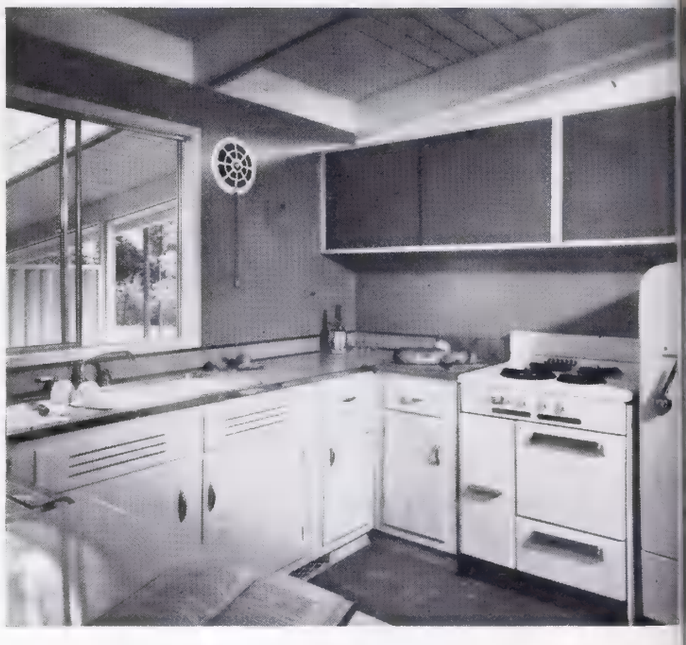
The simple rectangular plan is another economy. But it has been divided neatly to provide privacy for the bedrooms at one end and, at the other, the spaciousness that comes from an open plan. Living area, dining area, and kitchen circle around the chimney in a fashion that permits each area to "borrow" visually some space from the one adjoining.

The one biggest factor that accounts for the value-per-dollar in this ready-built house is construction efficiency. In outlining the specifications, for instance, the architects carefully calculated every piece of material to do the job required of it, and no more. (*Please turn to page* 204)



Full-grown trees and sodding of complete lot saves buyer considerable landscaping costs. Note enclosed storage at back of carport.

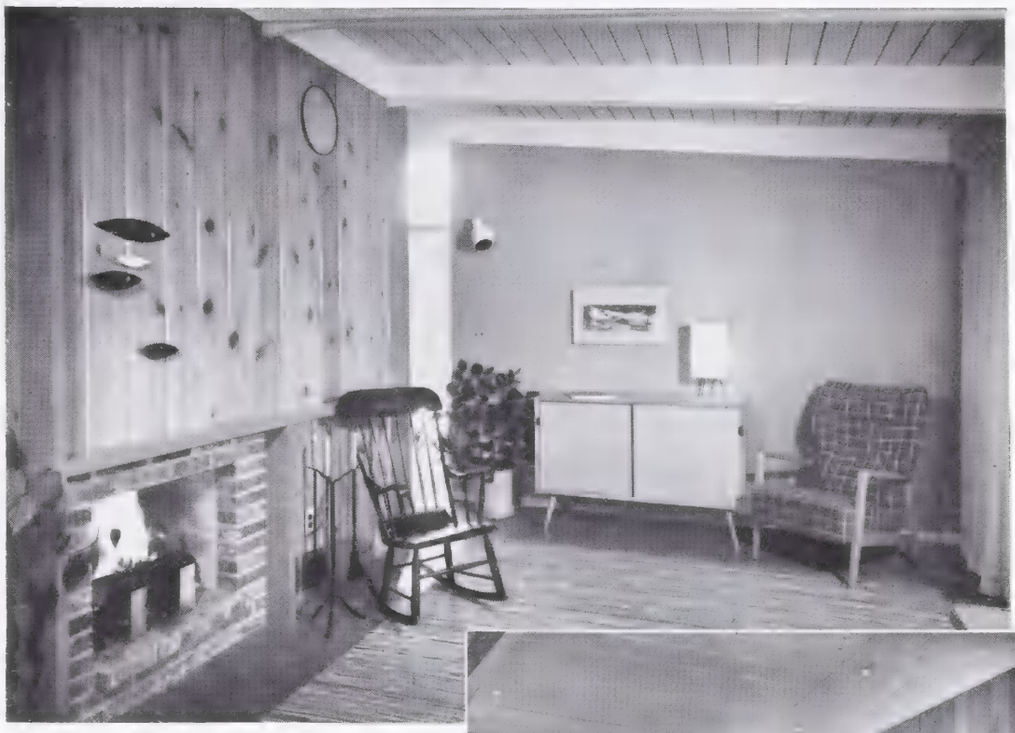




Not so long ago kitchen equipment like refrigerator, range, garbage grinder, and exhaust fan would have been considered extra furnishings to be provided by the buyer. But the price of this house covers all of them as well as well-planned kitchen storage and Formica counter tops.

Keyes, Smith, Satterlee and Lethbridge
Architects

Luria Brothers
Builders



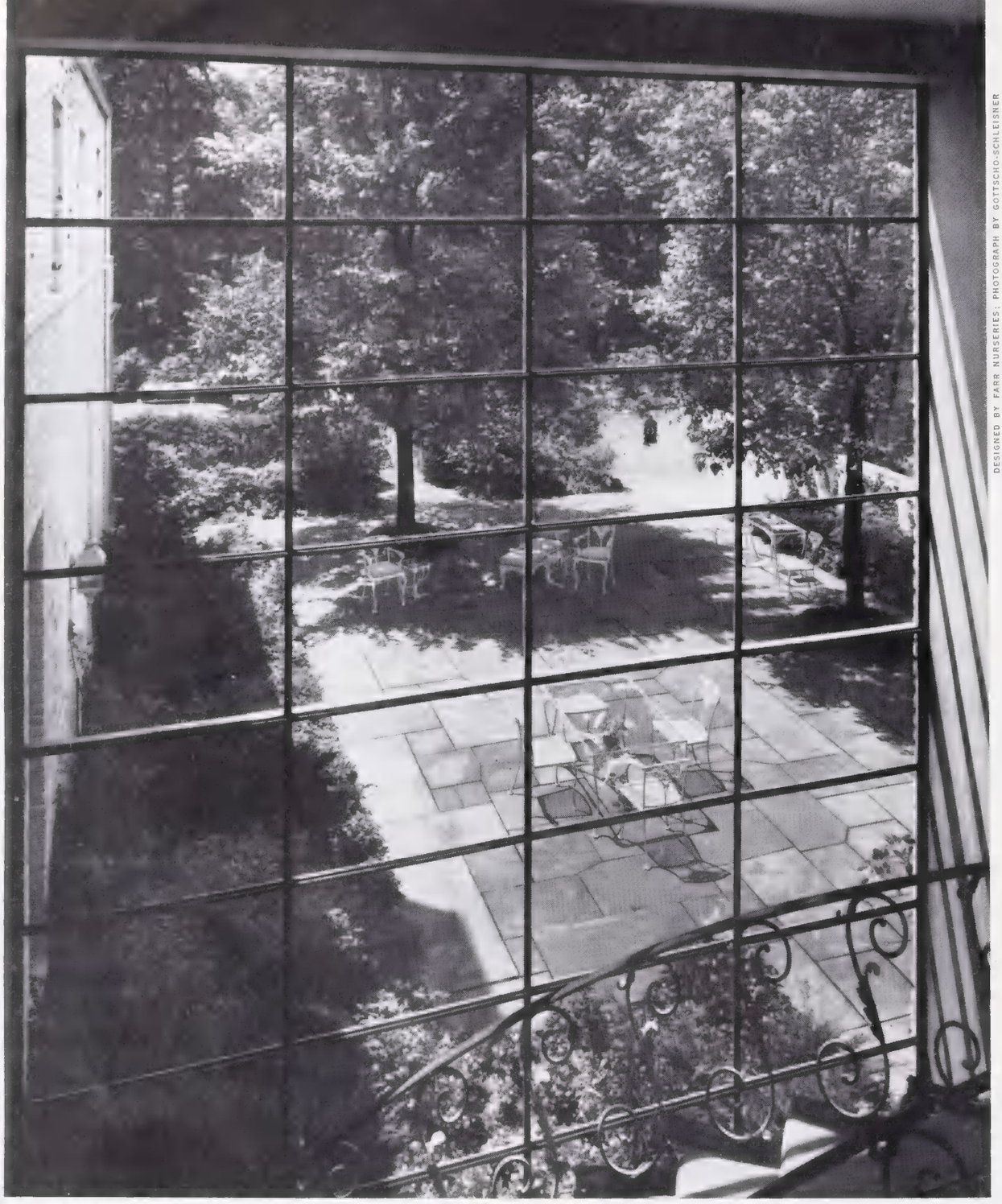
An antique Boston rocker and a rag rug in the living room prove you don't have to limit your taste to modern furnishings. At right of table in dining area (below) see pass-through counter to kitchen.



PHOTOGRAPHS BY ROBERT C. LAUTMAN



The open roof of the breezeway between the house and the carport makes more light available to the dining area, while a louvered partition screens the automobile from view. Dining area may be closed off from living room by drawing a wood-slat curtain hung from ceiling track.



DESIGNED BY FARR NURSERIES; PHOTOGRAPH BY GOTTSCHO-SCHLEISNER

As there is no substitute for living, there is no substitute for the strength and repose of direct contact with nature.

Key to the New American Look in the garden—

THE LIVING TERRACE

Is the new garden an outdoor living room? A roofless porch?

A sun parlor? A fourth dimension? It is all this and much more!

What is a "garden" these days? Is it a lawn and a bed of flowers? Is it where the house leaves off and the ground begins?

The truth is: there is no word that describes the revolution in the simple concept of "garden." Nor is there a single word to describe the new furniture that is being designed for use indoors and out —in the house and on the terrace.

We are expanding the frontiers of possibility in the garden, as in the kitchen, perhaps more than in any other part of the home. We are extending our homes, and so our lives, outward and upward—outward to the end of our property, upward to the trees and the sky. We enjoy the earth from our living room and we broaden our living to the garden itself. We pave new floors in the garden and call them terraces. We design them into forms of permanent beauty, winter as well as summer, and call it landscape architecture.

Our houses and our grounds are keyed for living, and that is the key to the new American look in the garden today. There is no fixed style—only a determined point of view: to make every part of the house beautiful and functional, full of purpose and delight. No single change in our concept of "garden" has been more important in this respect than the development of terraces, those paved or otherwise prepared areas for leisurely contemplation of growing things.

Now terraces have gone from a sort of outdoor living room with only seating facilities to many other functions. They are stages for our parties, box-seats for the dramatic changes of the seasons, open-air kitchens for the new mobile kitchen units, private bathing beaches and outdoor play rooms, auditoriums for today's amplified music systems, and so on, and so on. *Terraces are limited only by our own attitudes toward what a modern garden can be and do.* *(Please turn to page 223)*

WENDELL RICHARD GILBERT, LANDSCAPE ARCHITECT — PHOTOGRAPHS BY MAYNARD PARKER



The new garden is designed for our expanded philosophy of life, the extension of our frontiers of living beyond the walls of the house.

THOMAS CHURCH, LANDSCAPE ARCHITECT



There is no end of possibilities in the new concept of the garden as outdoor space planned for all types of living and useful pleasures.



DRAWINGS BY JOHN BRIMER

IRIS...

Today's iris have high style—newer and purer colors, stronger and taller stems. lusher and lovelier flowers. Here is how to order. plant. and care for them



...the new look in an old favorite

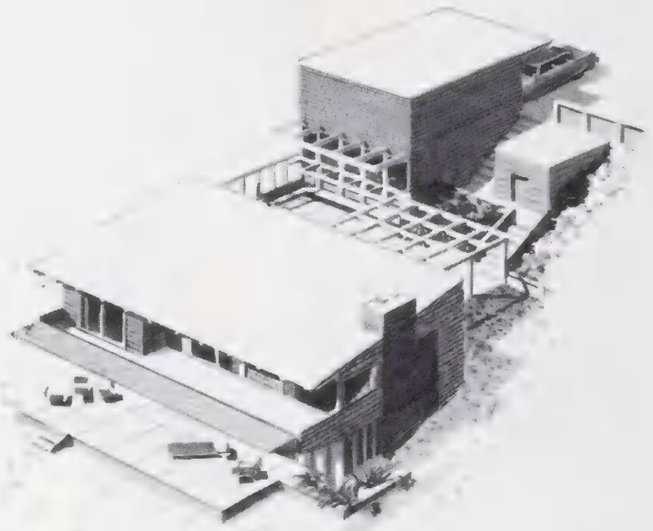
By Dr. Joseph E. Howland

What was wrong with the old look in iris? Squat, dumpy, mud-colored, they were the ugly ducklings. They weren't at home in the modern garden. And now, after fifty years of neglect, they have finally entered a period of exciting development along with roses, peonies, and daylilies. Long a favorite that thrived on neglect and suffered through rough weather, the iris has a new splendor: pure and widely ranging colors from the glorious pinks, clear, shining yellows, whitest of whites and brightest of sky-blues to handsome browns and tans. Stronger, taller stems have pushed the new iris (we call them tall, bearded iris) to the back of our flower beds. This is where iris belongs. They burst into growth early in the spring, bloom in May and June while summer-flowering perennial plants are just getting into active growth, and then retire for a summer of food-making growth as background plants hidden by their showy foreground companions. Don't misunderstand me; iris out of bloom is reasonably attractive, but it is a boldly spiky kind of growth.

(*Please turn to page* 216)



A Beach House for Year-Round Living



If you've always thought of a beach house as usable for only a couple of months, study this handsome house. It extends the vacation period to twelve months a year

Though it has many advantages, a successful multi-use house is not easy to come by. The reasons are obvious: In trying to do a lot of things, you run the risk of doing none of them well. That's why Mrs. R. L. Chatain and her son are lucky. For their house, designed by architect Henry Eggers, does two things and does them well. It serves as a vacation house and as a year-round residence, with a complete apartment for Mrs. Chatain and a private suite for her son, Remy Chatain.

The site, on the Pacific Ocean at Little Laguna, California, was a difficult one. The land falls sharply away from a busy highway to the beach below. But the architect has turned this into an advantage. As you can see from the sketch above, he has placed the garage at street level, giving privacy to the patio behind and below it. At this middle level is the main living floor, giving onto both patio and cantilevered balcony overlooking the ocean. Still lower on the beach proper are the son's rooms with shower and dressing facilities for bathing. This separation permits easy, carefree beach life. At the same time, it protects the main house from the casual litter which seems so untidy at other times of the year.



PHOTOGRAPHS BY MAYNARD PARKER

If it's merely the ocean view you want, you get a magnificent one from the cantilevered wood balcony that runs the entire length of the main floor. But for actual swimming, you use the big terrace below, at the beach level. Here wet suits, suntan oil, and sand can do no damage and you leave them behind before going upstairs. Note how architect has made balcony rail into a huge counter, handy and safe for big parties.

PHOTOGRAPHS BY MAYNARD PARKER





Since it's a place of year-round use, this living room gives a seasonal choice. When you want it, it gives you a breath-taking ocean view. But when ocean view is the last thing you'd be interested in, there's a big fireplace (above) or a big, sunny patio, windfree and private. As you can see, the atmosphere of the whole room is at once rich and simple.





While the guest room on the lower floor is part of Mr. Chatain's suite, it is decorated to suit any guest of the family. Main decorative features are the walls. Despite hand-crafted look, they are hung in a stock wallpaper. Cut-outs of matched figured paper are applied to a plain paper of same background color.

A beach house for year-round living

continued

Mrs. Chatain's bedroom on the main floor is as urbane and elegant as a town-house room, with only balcony and ocean beyond to remind you of its ocean-front location. Using the coppery browns and pinks of the wallpaper as a point of departure, she has built up a color scheme warm yet neutral enough to suit any season.

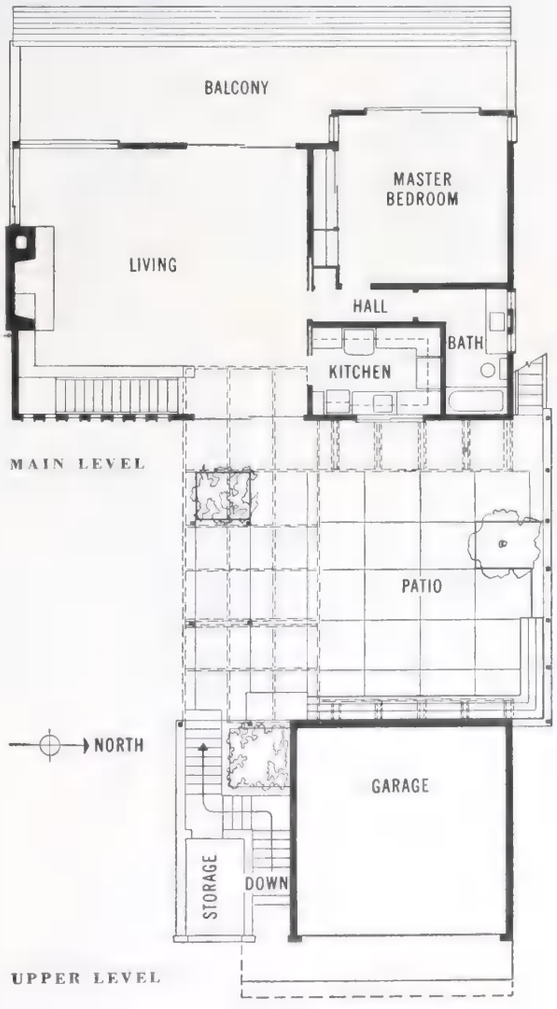


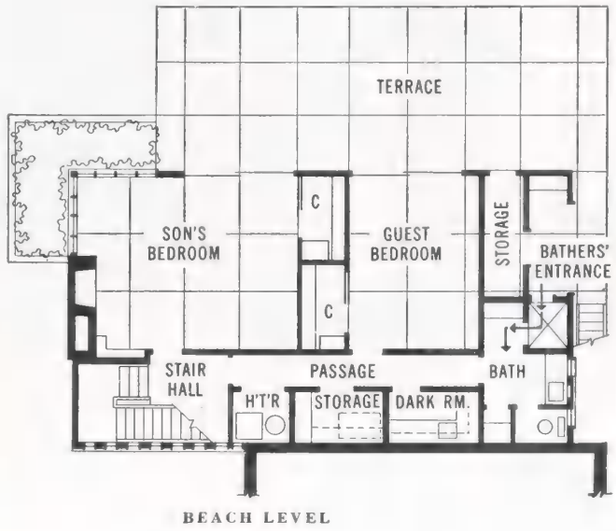
Henry L. Eggers
Architect

Mrs. R. L. Chatain
Owner



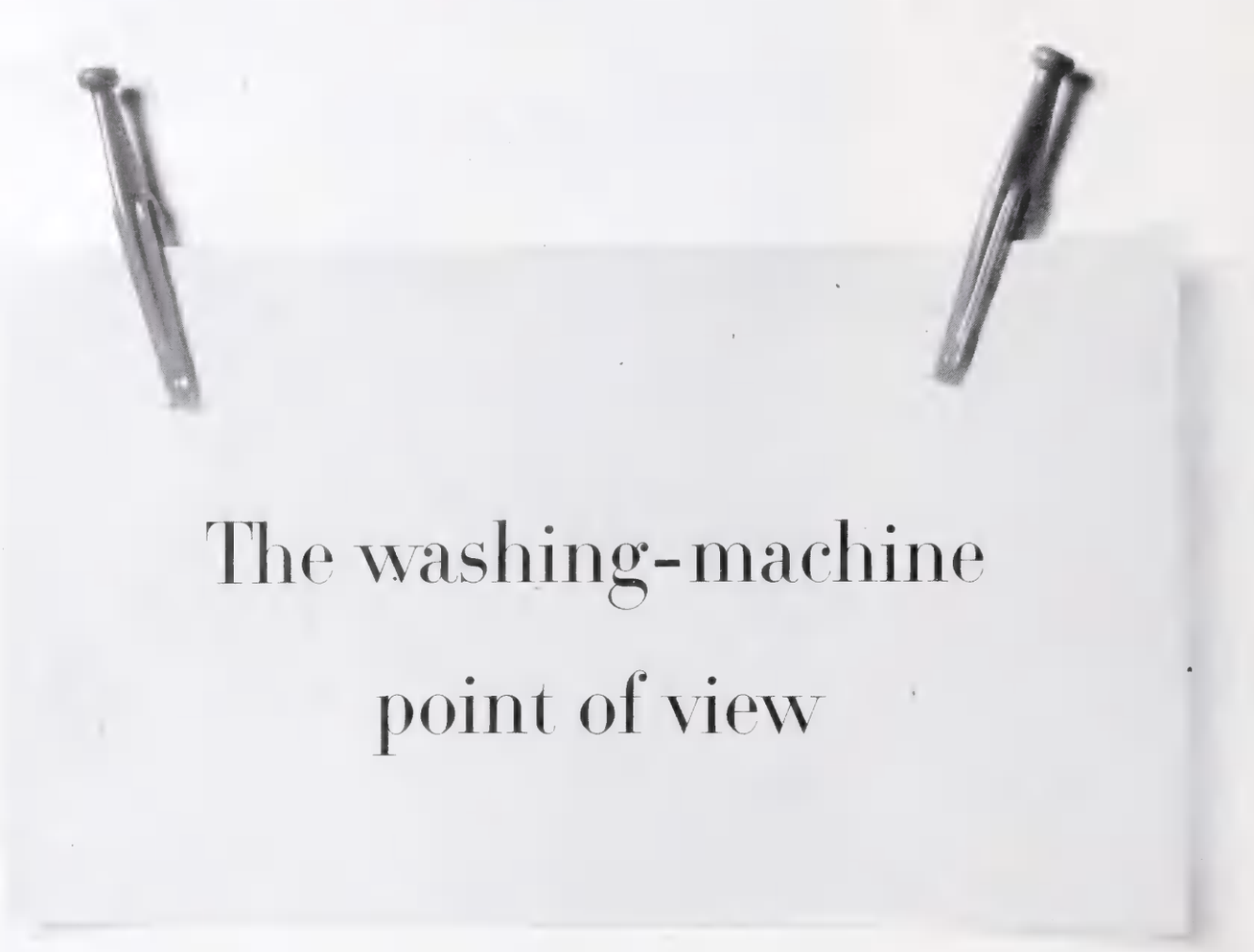
With its bath and fitted closet for all clothing, Mr. Chatain's bedroom could be furnished as a sitting room. It is generously sized, light and airy, with its own fireplace and a sliding glass wall giving onto lower terrace. Here again wallpaper is used to advantage. This time, a frieze-like pattern of a camel caravan is hung horizontally. The figured strip is lapped, top and bottom, over a background-matching paper.





You can clearly see from the plans how the architect has exploited a steeply sloping site to gain privacy, view, and a choice of outdoor sitting areas. Inside, on the main level, he has given the owner what amounts to a luxurious but efficient apartment. The patio provides sunny, windfree sitting area in cold weather. The son's suite on the lowest level is quite private, and can be easily closed off when not in use.

For more about this house please turn to page 198



The washing-machine point of view

The wonderful new ease of using the automatic washer, the dryer, and the ironer has given us new standards of performance for fabric furnishings.

How things are made is just as important as what they are made of. Here are some points that account for the newly crisp look of American homes

- *fabrics that improve with washing and ironing, or that require no ironing at all.*
- *curtains without sewed-on hooks or hardware.*
- *curtain headings that flatten out for ironing.*
- *bedspreads that tumble out of the dryer, ready to go back on the beds.*
- *upholstery that is easily removable (with snaps or slide fasteners) for frequent washing.*
- *slipcovers that don't shrink, that can be ironed easily if they need ironing.*
- *a new kind of cotton carpeting made in small pieces—easily manageable in the washing machine—which can be joined with masking tape.*
- *wall-to-wall curtains made in small panels instead of in heavy, multi-yard widths.*
- *seams that don't pucker and weltings that don't draw.*

Will it go in the washing machine? A new question prompted by the new convenience of laundering with automatic equipment has produced a new look in American homes. You may not want to put all your fabric furnishings through the complete cycles of automatic washer, dryer, and ironer. But if you take the *ease* of automatic washing as your yardstick and buy or make things accordingly, you'll discover almost everything can be washable whether by hand, by machine, or by both. The secret is in the making.

Don't forget that a finished article is only as launderable as its least launderable point. Trimming, findings, and the way it's made are every bit as important as the basic material. Even a slipcover of pre-shrunk, vat-dyed, guaranteed washable fabric can be ruined in the suds by a fastener tape that "runs." And intricate pleats that have to be gingerly hand-ironed can turn laundering into pure drudgery. On this and the next five pages you'll see how things can be made to avoid such obstacles to washability.

TWO PHOTOGRAPHS BY HANS VAN NES





When all fabric furnishings are made with an eye to easy washing, American rooms take on a new look. In this bedroom, the bedspread ensemble, the flat "slipcover" on the headboard and band on curtains is Dan River polished "Wrinkl-Shed" chambray. For easier ironing, Craig bedspread is made in flat "throw" style, instead of fitted. Flat "slipcover" is clipped to headboard with decorative curtain slips. Springfield contour wool blanket is "Sizeset" to prevent shrinkage. Wamsutta sheets. Martex cotton rugs.

Photographed at Lord & Taylor, New York

Please turn the page

If easy ironing is your goal, avoid pinch pleats and stiffened headings when you buy curtains. Flat, scallop-top café curtains have fabric loops to slip over rod. Loopless type is clipped to rod with "Ottavia" clips. You can get 3 sizes for both round and flat rods.



TWO PHOTOGRAPHS BY ROLF TIETGENS



The washing-machine point of view *continued*

Look for

- When you buy furniture, look for types that may be fitted easily with slipcovers made in as many small, separate parts as possible—for easy washing.
- Wash slipcover fabric before cutting so that you can have snug fit from the start without having to worry about possible shrinkage.
- Equip slipcovers with slide fasteners. Make skirts flat with kick-pleats at corners, or shirr all around. Box-pleated skirts are difficult to iron properly.
- Use washable welting. When you launder, stretch welting into shape while it is still damp to avoid seams that draw.
- ***Stitch all welting seams with loose tension*** to avoid puckering. Tight seams will break if you try to stretch them. Use thread of same fiber as fabric to be sure they both react the same way to washing.
- You don't have to iron slipcovers completely dry. Iron large flat areas, and while cover is still damp replace on furniture, shaping welted seams with fingers. Finish drying with electric fan or hand iron. Always iron on the straight of the goods.



Slide fastener in bottom of seat makes it easily removable.



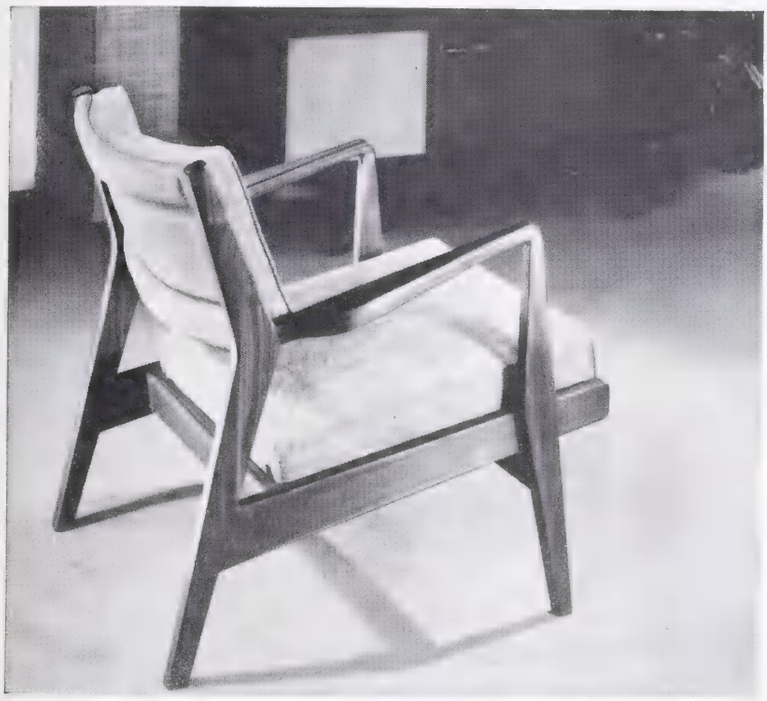
Rod unscrews from frame, slips out of fabric. →

PHOTOGRAPH BY EZRA STOLLER



If you apply the washing-machine point of view to furniture as well as other things, you'll look for styles like this officer's chair with seat and back removable for easy washing. Seat is one flat piece of fabric which folds over side rails, is joined underneath with slide fastener. Back has deep hems at sides to hold rods which screw to chair frame. Frame is teak-finished oak with rawhide bindings. Eleanor Forbes design for The McGuire Company.

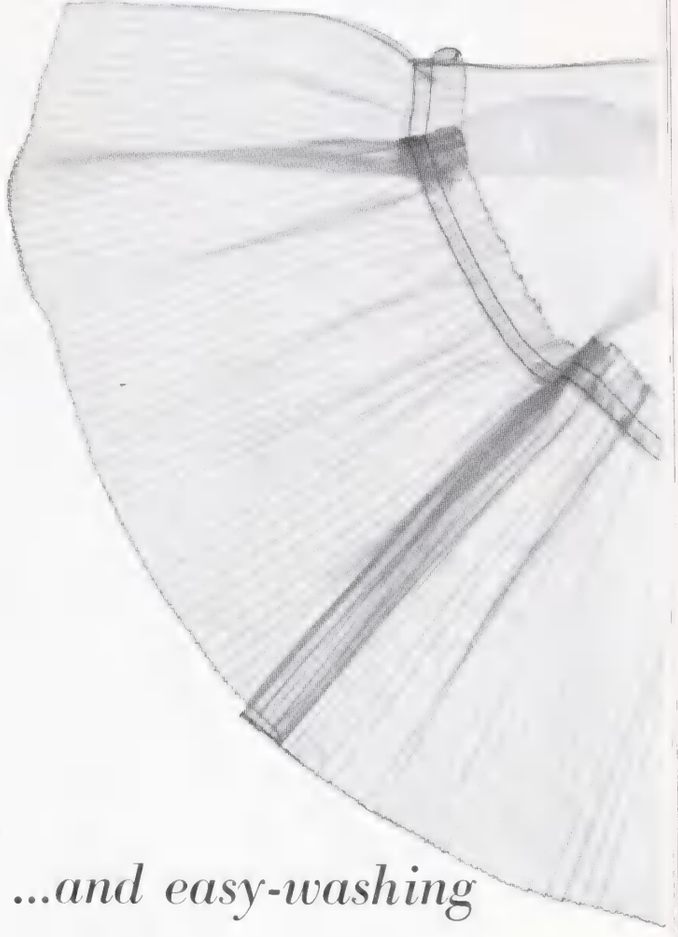
"washing-machine" upholstery...



TWO PHOTOGRAPHS BY WILLIAM HOLLAND



When you shop for upholstered furniture, look for chairs and sofas with removable cushions that are easy to slipcover. Removable foam rubber seat and back of this walnut chair are made with slipcovers fitted with slide fasteners. Extension flaps on cover for back cushion wrap around back rails, snap into place. Tapes on seat-cushion cover pass through holes in seat foundation, tie underneath. Jens Risom Designs, Inc.



...and easy-washing curtains and draperies

- When you buy ruffled curtains, be sure to get the kind that doesn't need careful ironing. Monofilament nylon sheer above from Arthur L. Ellis & Co. has permanently pleated ruffles.
- Make long runs of draw curtains in several separate panels, each of which is no wider than two widths of the fabric.
- Instead of permanently sewed pleats or shirring, use pleating or shirring devices like those on pages 152 and 153 that allow heading to be pulled out flat for ironing.
- Instead of sewing hooks or rings onto the heading, use the type that can be slipped on and off, or use clips or fabric loops like those on page 149.
- If possible, avoid any style that requires stiffening in the heading. If you must use stiffening, buy the type that is preshrunk and permanently stiff.
- Do not line draperies if you can help it. If you must line them, launder both fabric and lining before hemming (even though they are "preshrunk").
- Stitch all hems and seams with thread of same fiber as fabric and **set machine at loose tension** to avoid puckering.

Please turn the page

Washable fabrics for washable furnishings

"Preshrunk" and "vat-dyed" are your guarantees that fabrics are washable. We have had such fabrics by the thousand for a long time. Now we have in addition a growing list of synthetics and special finishes, each of which makes its own contribution to successful laundering, if you follow *faithfully* the directions that come with the fabric or with your washing machine.

Stabilized monofilament nylon curtains need little or no ironing, have permanently crisp ruffles.

Orlon and Dacron curtains need little or no ironing, are sun-resistant.

Acetates with "built-in" color have extra high degree of color fastness.

Printed Dynel for draperies and bedspreads dries smooth without ironing.

Dynel blankets won't shrink.

Stabilized wool blankets won't shrink.

Fiberglas curtains and draperies are easily washable by hand, dry quickly without ironing.

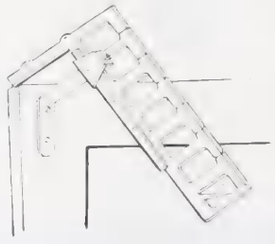
Printed Egyptian cotton for curtains, so sheer that pattern shows through on back, can be laundered like a handkerchief.

Sanforized terry cloth for bedspreads won't shrink, needs no ironing.

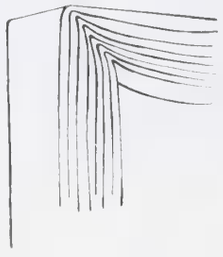
Embossed glazed chintz has permanent textured design that looks similar to quilting, won't come out in laundering.

Permanently starched cottons need no starch to retain their crispness.

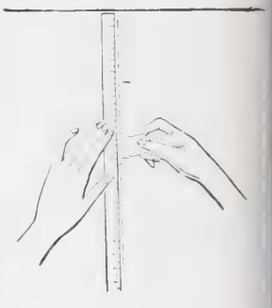
Short cuts to help

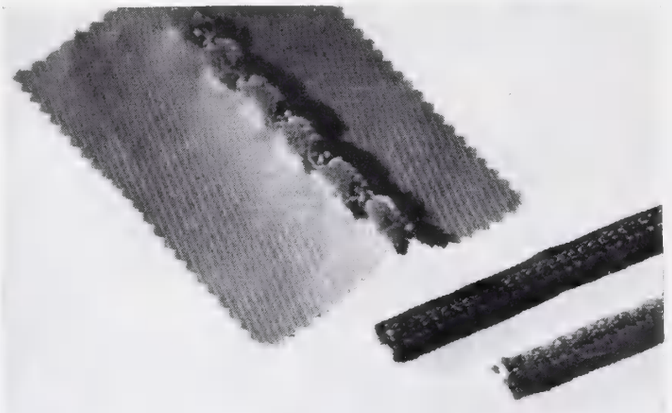


You can have drapery and valance made in one flat, continuous length of fabric for insertion between clear plastic fingers of Kirsch Valance Pleater. Pleats form automatically if you mark fabric as shown in directions.





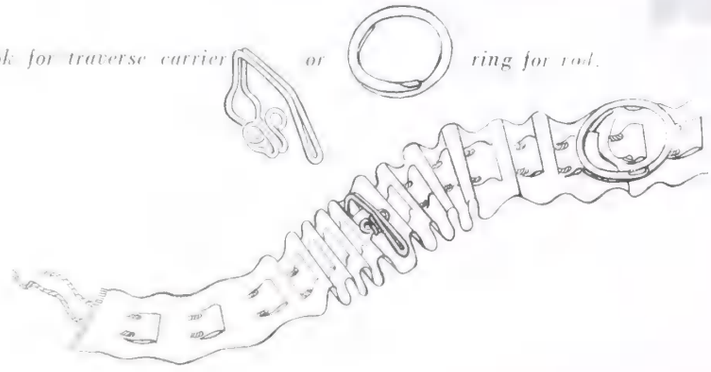




Modern moss fringes wash well, dry fluffy without ironing. Even this welting spiced with metallic threads is washable. You can get all three in a range of vat-dyed colors. From Consolidated Trimming Corporation.

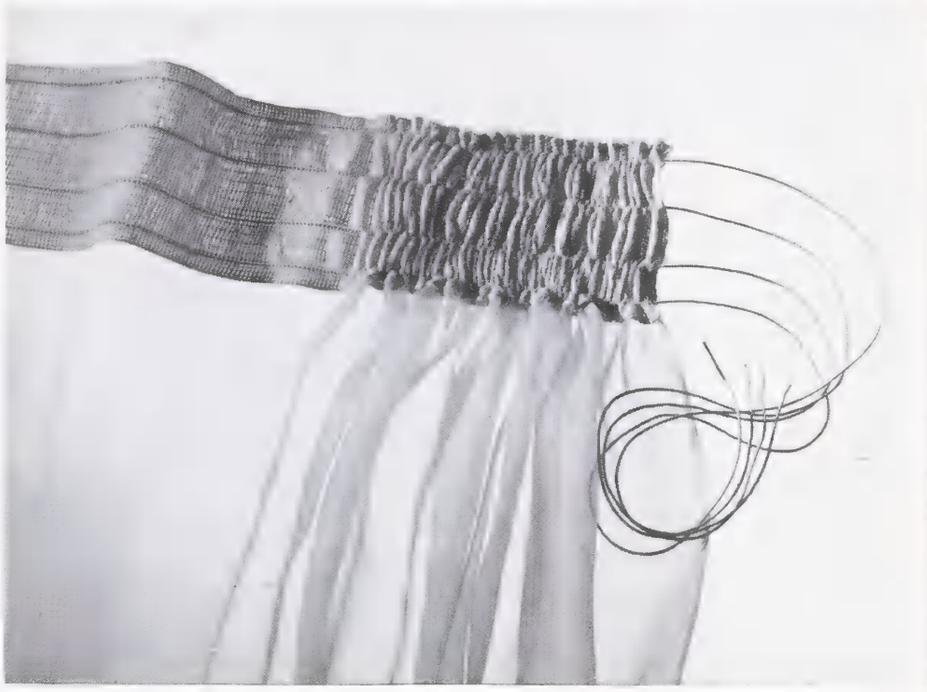
PHOTOGRAPHS BY ROLF TIETGENS

Hook for traverse carrier *or* *ring for rod.*

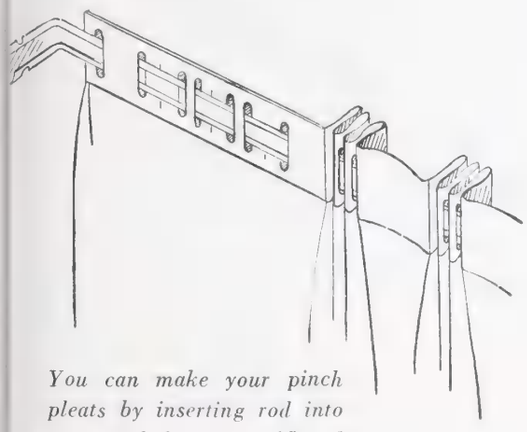


Ruffles that pull out flat for ironing are made automatically with tapes like the "Rufflette." Stitch flat tape to fabric and pull built-in strings to ruffle it. Tie strings in place and tuck uncut ends out of sight. To go with tape: removable hook for traverse carrier or key-ring type ring for rods. Thomas French & Sons.

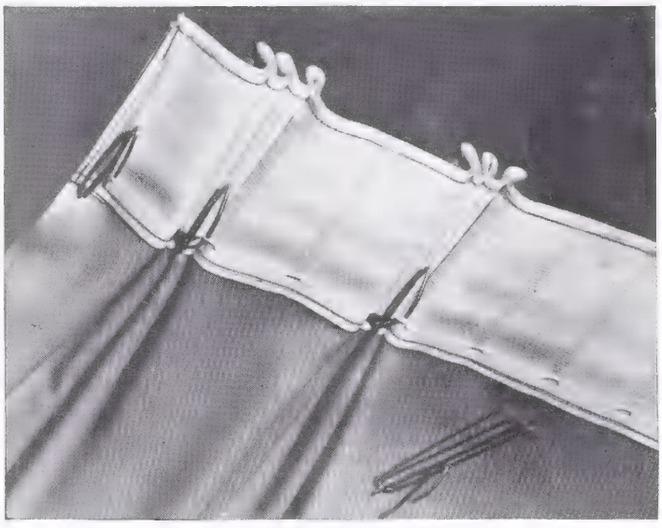
you make things washable



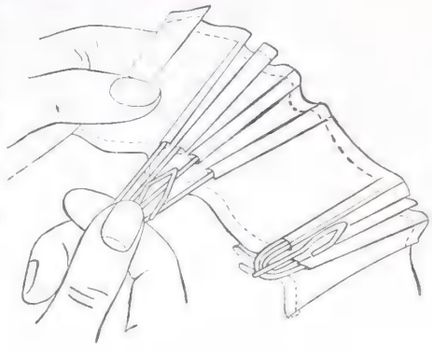
Luxuriously shirred sheers can be made to wash as easily as a cotton handkerchief by stitching 3½-inch cotton webbing to the headings. Webbing has 4 built-in cords which should be left uncut so shirring can be pulled out flat for laundering. Consolidated Trimming Corp.

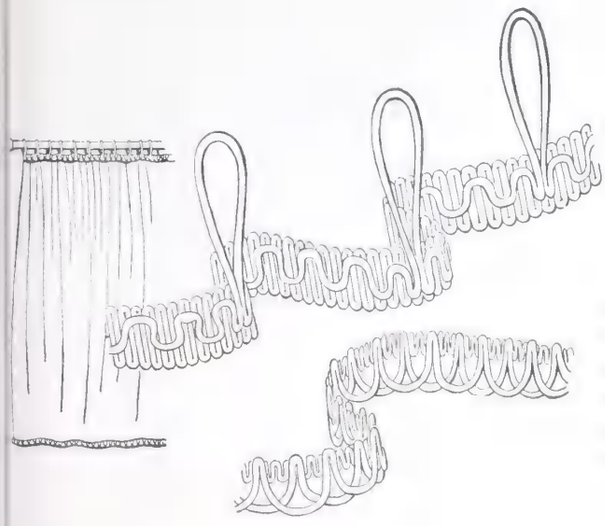


You can make your pinch pleats by inserting rod into proper holes of stiffened drapery heading made with "Simpleat," then remove them simply by removing rod. From Consolidated Trimming Corporation.



The drapery hook makes the pleats for you if you use "Bestpleat" heading. Prongs slip into plastic pockets woven into flat tape, help hold heading erect, slip out for laundering. Pockets occur every 1½ inches so you can space pleats to suit yourself. Consolidated Trimming.





You can use trimming instead of hardware. Brise-bise (pronounced brisby*) heading is woven with loops to slip on curtain rod, can be matched with various edgings for hem. No need to worry about colors running because they're all vat-dyed. Consolidated Trimming Corp.*

How to shop for air conditioning

Equipment for complete summer comfort must fit into your dwelling, tame your local climate, and meet your budget

By Dan Mac Masters

When you shop for air conditioning today you find an embarrassment of riches. Somewhere among the hundreds of models available there's one just right for your needs at a price you can pay. But how do you choose it?

There *is* an easy way, in three steps:

First, find out what type of equipment will fit your house or apartment. That's a matter of physical shape and size. The table at the bottom of the page is your guide in this choice.

Second, find out what cooling capacity that type of equipment must have in order to cope with your local climate. Seek out the expert who knows what that must be.

Finally, balance what you need for complete summer comfort against what you can afford to pay. Maybe you'll find you don't have the money to air-condition your whole house. Then we'll (*Please turn to page* 208)

Unit	*Cooling capacity*	*Where It's Used*	*How It's Installed*
Room conditioners			
Window type	⅓ to 1 hp.	In apartments and rented houses, or in your own house in a room not served by central cooling system. Rarely can cool more than one room. Some units provide supplementary heat. Most flexible and portable of all units.	Fits best in double-hung windows, usually difficult to fit into casement, awning type windows. Cost of installation varies. It is recommended you supply 230-volt current to units ¾ h.p. and larger.
Console type	¾ to 2 hp.	For large rooms in apartments or in your own home if you don't have central cooling. Some can be water-cooled; some also supply heat. Can cool two rooms if air circulation is efficient. Greatest in cooling capacity but also the bulkiest.	Usually put at a window. Some instead connect by duct to outside. Large size calls for 230-volt power supply. A few consoles are water-cooled, must be connected to water supply and drain, may also tie in to "wet" heating system.
Built-in type	⅓ to 1 hp.	In your own house for room not served by central cooling system. Rarely can cool more than one room. Least noticeable of all units.	Vent must be installed, through outside wall or roof. Cost of installation varies greatly. Care is needed in weather-stripping and weather-proofing exterior of installation. 230-volt current is best for units ¾ h.p. and larger.
Central System			
Cooling-only type	2 tons and up	In existing houses using warm air and in new houses with "wet heat." (Units discussed here and below circulate air in cooling.)	If house has forced warm-air heating system, tie this unit into its ductwork at furnace. If house has wet heating, ductwork must be installed and may be expensive. Needs connection to 230-volt current, water supply, drain.
Cooling-heating type	2 tons and up	In new houses and in existing houses where heating plant is to be replaced. Uses oil, gas, electricity for heat source. Takes least space, costs least of residential types.	Central location is best; can go in basement, closet, some attics. Needs 230-volt current, water supply and drain, except for heat pump units which may not require water.

Chevrolet

brings you the year's most exciting new convertibles

Two spirited new models with all these advanced new features including the first Power Steering* in the low-price field.



THE BEL AIR CONVERTIBLE

Rich, jaunty appearance . . . deep-seated quality . . . luxury that's new to the low-price field.

Two luxurious new convertibles bring you all the dash and glamor you could want . . . new high-compression power and economy with a choice of two great engines—the 115-h.p. "Blue-Flame" engine teamed with new Powerglide automatic transmission* and the 108-h.p. "Thrift-King" engine in gearshift models . . . new Power Steering* . . . new sturdier Body by Fisher . . . easier, smoother stops with the largest brakes in the low-price field.

*Optional at extra cost. Combination of Powerglide automatic transmission and 115-h.p. "Blue-Flame" engine available on "Two-Ten" and Bel Air models only. Power Steering available on all models.



THE "TWO-TEN" CONVERTIBLE

Smooth, low, flowing lines . . . beautifully appointed interiors . . . packed with wonderful new features.

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CHEVROLET

Chevrolet Division of General Motors, Detroit 2, Michigan



Westmoreland's Handmade Hobnail Crystal A charming old pattern, handmade by Westmoreland in scintillating crystal, available in dinner or luncheon service, with round or square plates and choice of square-foot, round-foot, or barrel-shape stemware. Westmoreland's "English Hobnail" Crystal has been an open stock pattern for more than fifty years.

WESTMORELAND GLASS COMPANY

GRAPEVILLE, PENNSYLVANIA

Illustrated "English Hobnail" brochure sent upon request.



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HOLIDAY from HOUSEWORK

with furniture covered in Boltaflex

No cleaning chores or cleaning bills with Boltaflex — dirt whisks off with a damp, soapy cloth. It's thrifty to buy and stays lovely to look at. Won't chip or peel, resists scuffing, staining, fading . . . never needs slip covers.

Take a real, all-year-'round Holiday from Housework with this furniture specially designed for today's casual, easy-going homes. You'll find it right now, exhibited in leading stores all over the country. It's *made* for light-hearted living!

Designed and created by top manufacturers, this furniture is available in a wide range of Boltaflex patterns and colors . . . deep-textured brocades . . . rich leather-grains . . . beautiful jacquard-woven Saran patterns. Furniture styles, colors and patterns may vary a bit from store to store, but you *know* it's good quality — good value — if it's covered in Boltaflex.

So shop by the Boltaflex tag — it tells the best from the rest.

BOLTA, Lawrence, Massachusetts.

Note: ***Furniture shown is available in all illustrated patterns and many others.***



SOFA BED: A striking two-toned sofa bed covered in long-wearing, woven Boltaflex Saran with Boltaflex Linen pattern trim — space-saving, carefree furniture for today's smaller home.

DINETTE: Boltaflex salutes the trend to living-dining rooms with this handsome dinette set in the gleaming Pearlized pattern — beautiful, yet — oh — so practical!

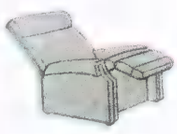


PLATFORM ROCKER AND HASSOCK: One of the most popular chairs in America. It locks in any position or rocks, as you choose. Shown in exciting new Nylonized Boltaflex. the finest supported plastic, resembling the finest leather.



NEW TAKE-IT-EASY CHAIR: Proud champion of a smart new breed of chairs . . . it converts from a distinguished arm chair to a take-it-easy contour-styled chair. The richly embossed Boltaflex Poinsettia pattern cleans with a damp cloth.





Boltaflex



The name Boltaflex identifies the finest solid plastic, the finest woven Saran and the finest supported plastic — the only plastic backed with nylon — for furniture of all kinds.

In the proudest homes in America...

The instant you see the beautiful new KenRubber tile that's being offered in stores today, you'll know the reason why this particular flooring has become the first choice for America's finest homes. At first glance, your eye will be attracted by the glowing mirror-smooth surface, and the rich clarity of the thrilling new decorator colors.

You won't be able to resist reaching for one of these perfect pure rubber tiles. You'll look at it from top to bottom. You'll see how the luxurious colors can't wear off because they go all the way through each tile. You'll know why your KenRubber floor will always keep its freshly polished look when you see the smooth, pre-waxed finish that won't require the frequent waxings needed with ordinary floors.

And you'll be amazed when you try to bend KenRubber in your hands. It has the built-in strength of a tightly coiled steel spring! You can *feel* this tile will keep its cushioned comfort through years of wear . . . will resist indentation from furniture and heels. And you'll be pleased to learn that beautiful KenRubber cannot become soft and flabby nor hard or brittle throughout its long life.

Now, visualize this beautiful new flooring in your own foyer or living room. (Perfect for bathrooms, nurseries and kitchens, too.) Create your own designs from the unlimited possibilities which KenRubber's 17 lovely colors offer. It's like having a custom-made floor in every room!

No wonder those Americans who are proudest of their homes, insist on KenRubber. See it today at your Kentile Dealer. You'll find his name listed under FLOORS in your Classified Telephone Directory.



KenRubber colors shown: Rosso Di Levanto with White Feature Strip

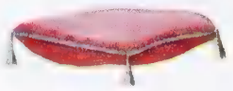
Ask to see the lovely new colors in Standard Gauge KenRubber specially made for easy installation by the home-owner. It is surprisingly economical. For example, a floor area of 9'x10' costs only $37.50

Your floor may cost less, or slightly more, depending on size of floor and freight rates to your city.

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'ou asked for it!
ınd now you have it!

CONTINUED FROM PAGE 107

Tables that act as Benches and Benches as tables

PHOTOGRAPH BY BILL JACKSON



Here is a cocktail table that can serve as a bench (or is it a bench that can serve as a cocktail table?). In any case, it is an excellent example of the new look in modern furniture which has become dual- and sometimes triple-purpose in response to modern demands. By Edward Wormley for Dunbar Furniture Corp.

"PACIFICA" FURNITURE. PHOTOGRAPH BY MAYNARD PARKER



Neat and compact, these low handy tables made by Glenn of California easily convert from table to stool by simply adding a cushion. As space shrinks in our houses and apartments, and as our way of life becomes more informal in all its aspects, design in architecture and home furnishings is developing a many-sided versatility.

(*Please turn the page*)



Six Piece Place Settings. Prices include Federal Tax

Flemish	*Hampton*	*English King*	*Shell and Thread*	*Palmette*
$ 38.75	*$ 42.25*	*$ 45.*	*$ 42.25*	*$ 45.*

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FIFTH AVENUE & 57TH STREET, NEW YORK 22

Oval Centerpiece, 16¼ in. long	*$ 115.*
Matching Candlesticks, 4½ in. . . . each	*40.*
Swan Dish, 4¾ in. long	*26.*

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ON EVERY SERVING OCCASION



Family Affair

A pastoral pattern that offers a pleasant background for informal dining. The fascinating feathered family is reproduced in gay colors, enhanced by a rim band of pasture green. Complete table service.

Vintage

For those very, very special dining occasions when you want to put your best foot forward, *Vintage* is the pattern you want. A complete service, with many unusual pieces on the modern *Horizon* shape.





Rosebud

The charm of budding roses has been captured in all its full-colored loveliness on this beautiful dinnerware pattern. You'll be charmed with the way *Rosebud* blends with your fine silver and linens.

Plaids

Fashioned in two beautiful, *beautiful* patterns: *Multi-colored* for outdoors living . . . *julep green* for more formal occasions. Their colorful beauty is permanently protected by a shimmering glaze.



Created by the Master Potters of
THE STEUBENVILLE POTTERY COMPANY
STEUBENVILLE, OHIO

You asked for it!
And now you have it!

CONTINUED FROM PRECEDING PAGE

Tables that act as Benches and Benches as Tables

PHOTOGRAPH BY DALE ROOKS



So long as people *will* sit on a coffee table it might as well be designed to hold them. And, during the excitement of a party or the pressure of an intimate gathering, that is exactly what they do. Here the problem of a table-bench is met elegantly by Van Keppel-Green, who designed this piece for Mueller Furniture, with cushions, stored below, dimensioned for the job.



This is a dual-purpose piece of furniture—a bench or a cocktail table, as the occasion requires. The upholstered foam rubber cushions have cloth handles attached for convenience. Note that by removing one of the cushions, part of the bench becomes an end table. Cocktail table-bench is made by Erwin-Lambeth, Inc.



Wamsutta Supercale Sheets

add so much glamour to your private life...

prove so thrifty too!

Wash-Wear tests proved Supercale*
Stronger, Longer-Lasting,
Costs less to launder!

Here's charming you—luxuriating in delicious, flattering glamour. Because Supercale Sheets are so incredibly lovely a legend has grown up about them. Now—a new story of great thrift is in the making! Tests proved them *stronger* than all other Types tested, including coarse-woven muslins. You pay more to buy them, yes, but you're more than paid back over years of extra wear. Because results show Supercales cost less to launder, give longer service. Don't put off this *thrifty* luxury another day!

See Wamsutta Sheets in Frosty Tones*, Blossom Tones*, Candy Stripes* and white—they're all wonderful Supercale quality!

"It always costs less to buy the best..."

WAMSUTTA Supercale SHEETS AND PILLOW CASES

For pamphlet, "Save with Supercale," write to: Wamsutta Mills, New Bedford, Mass.

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COMFORT CLINIC

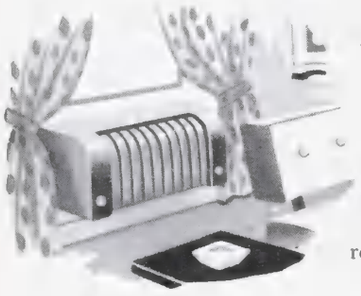
Stay home and love it

ALL SUMMER LONG!

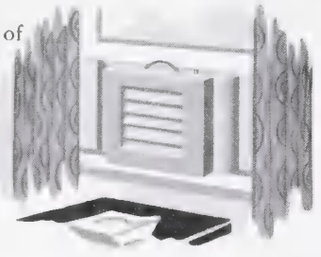
By Professor Walter Lyman Upson, *Consultant, Customer Service Bureau, Torrington Research Laboratory*

It isn't so much the heat and humidity—it's the *lack of moving air* that wears you down when the temperature soars. You know that even on the hottest, muggiest day you feel invigorated the moment a brisk breeze comes along. And that's the whole answer to the problem of Summer comfort: *put moving air to work for you!*

Today's air-moving units, for an investment that amounts to no more than pennies per day, not only bring refreshing comfort during Summer "dog days", but contribute importantly to family health all year 'round. They cost almost nothing to run, even less to maintain—and they come in a wide choice of types and models to fit your budget and your needs. For instance:



A *Room Air Conditioner* is a source of comfort all year 'round! In Summer, it delivers a steady, ample flow of cool, clean, properly humidified air—just right for health and comfort. At other times, for ventilation, just turn a control to get fresh, filtered air from outdoors into the room. Or use it to filter and circulate the air *in* the room to distribute heat more uniformly.



Window Ventilators: No other single type of fan can produce so much cool comfort at such low cost. Quickly installed in any suitably-located window, they exhaust hot, stagnant air from the room and replace it with fresh air from the outside. Summer discomfort flies "out the window" with a *portable* window fan!



The roof of your home absorbs and holds a terrific amount of heat. A master *Home Conditioning Fan* in the attic carries away this heat before it can build up. It also changes the air in the entire house from 20-60 times an hour: inside temperatures stay as much as 15° cooler in Summer. At other times, run the fan a few minutes daily to clear out stuffy air. Your house will stay cleaner; your family will feel better, stay healthier.

Naturally the most important part in any unit is the *part that moves the air.* Torrington air impellers are world-famous for quiet efficiency and long life. When you buy, look for the quality mark—the *Vair*ified Tag!



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DECORATING "SEPARATES"

CONTINUED FROM PAGE 118

WURSTER, BERNARDI & EMMONS, ARCHITECT



The use of "separates" in outdoor furniture has been going on considerably longer than in indoor decorating and reflects the greater casualness in outdoor living. These pieces of rattan on black wrought iron make a handsome, representative group.

without any style or period label attached to them. These pieces are designed with a direct usefulness that gives them a timeless quality. As a matter of fact, you soon discover that the best furniture of all great periods has the same simple, honest characteristics and, consequently, goes with the new "separates" as though it were so intended. Result: These pieces can fit into whatever kind of home, period, modern, or mixed, that you might have.

Another great advantage of the use of "separates" is that you are freer to add your own individual touches to your home and in this way give it your personality—the most important clue to distinction. You are freer to experiment, to try different combinations and effects.

You can achieve variety, as in clothing, by adding a touch of the exotic, the novel, the unusual, without risking a minor fortune, which is often involved when you purchase a three-piece or five-piece suite of furniture. If for no other reason than cost, "separates" are here to stay and, if anything, steadily increasing.

Manufacturers caught on to fact during the war and ever si they have been turning out "o stock" groups of co-ordinated niture which can be bought sin paired, or in any combination sequence. They are now produc useful, classic pieces, as basic the classic black dress that can worn, with the proper accesso many times and many places.

Because the West Coast was first to experience the revolut in living that required a new cept in furniture design, it is surprising that the idea of "se rates," fundamentally a produc our new informal way of life, swept California first, and the of the country afterward. group of decorating "separat shown on pages 118 to 123, for stance, is called "Pacifica". It assembled by an inspired Cali nia store, which helped style group by co-ordinating the eff of various manufacturers and signers. As is true of much in C fornia life, this group of furnitu and particularly the philosophy living it implies, we believe, has application to all America.

(*Please turn to page* 164)



reens are the ideal "separates" of decorating and home furnishing. hey are easily movable walls that create areas for conversation. ting, reading, or whatever one might desire. They make special rniture groupings possible and thus allow for endless variations.

ALL PHOTOGRAPHS BY MAYNARD PARKER



lass-top tables are, by definition, virtually inconspicuous, since ney fill a space without blotting it from view. They can, as a result, o anywhere and with anything. In other words, they are perfect xamples of the new and important "separates" in furniture design.



Plan a
THERMADOR
kitchen

PERSONALIZED CONVENIENCE . . . Your own special needs come first in a kitchen planned with Thermador Bilt-in range units. Cooking top and separate eye-level oven can be located for fewer steps, ideal height and perfectly organized work flow. You can choose from three cooking top designs . . . add a Bilt-in warming drawer and griddle to make it really complete.

CUSTOM BEAUTY . . . Thermador units become part of the basic kitchen design. Stainless steel lifetime finish and functional styling add beauty to any kitchen and simplify cleaning.

GIFTED PERFORMANCE . . . Every modern feature for skillful, trouble-free cooking . . . fast, five-range heat control . . . heavily insulated, fully automatic oven and the cool, clean dependability you get only with electricity.

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A Living American Furniture Style!

Rooted deep in our national thought and culture, Stickley Cherry fits naturally into the spirit and variety of today's homes... from the ranch house to the 18th Century mansion.



As native to the American scene as the salt-box cottage and the step-back sky-scraper, Stickley Cherry brings to full flower a living furniture style *for today's typically American homes.* It has a mature, lasting beauty . . . a simplicity based on our own artistic traditions, and on unchanging principles of design that reach back to the Old World beginnings of our national culture.

Representing enduring values of harmony and fitness . . . as selected by generations of families of good taste, and skillfully modified to today's needs by Leopold Stickley . . . it lends an air of quiet assurance and simple elegance to any setting, modern or traditional.

Gracious and friendly for informal living, the horizontal lines and mellow-toned wood of these new Stickley designs harmonize with today's architectural emphasis and bold decorative colors:

Trestle Table No. 6050 Chairs No. 80 & 80½
Sideboard No. 7055

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OF FAYETTEVILLE, N. Y.



Ask for Stickley Furniture Dressing, used to produce the famed Stickley finish. At your dealers. Or send $1.50 for regular sized can.

DECORATING "SEPARATES"—ONE REASON THERE'S A NEW LOOK IN LIVIN

CONTINUED FROM PAGES 123 AND 162

Furnishings in the "Pacifica" group, many of which are shown on pages 118-123, are designed, made, or imported by the following:

Furniture

A. Brandt Co., Inc. Fort Worth, Texas.
Bill Brewer Associates, San Francisco.
Brown-Saltman Co., Southgate, Calif.
California Contemporary, San Leandro, California.
Decorative Imports, San Francisco.
Gall Furniture Mfg. Co., Oakland.
Glenn of California, Arcadia, Calif.
Hayes Mfg. Co., Oakland, Calif.
The Inco Company, Los Angeles.
Kneedler-Fauchère, San Francisco.
The McGuire Co., San Francisco.
Metropolitan Furniture Mfg. Co., San Francisco.
Modern Color, Inc. Los Angeles.
Pillow Craft of California, San Francisco.
Simon Mattress Mfg. Co., San Francisco.

Floor Coverings

Joseph Blumfield, Hollywood, California.
Marshall Field & Co. (Karastan), New York.

Fabrics

Cheney Brothers, New York.
Menlo Textiles, Menlo Park, Calif.
Riverdale Mfg. Co., New York.

Accessories

All distributed by Robert Greer, Los Angeles.
Barkley-Coutu, Los Angeles.
California Contemporary (Edna Hesthal), Santa Barbara, Calif.
Dusso, Santa Barbara, Calif.
The Islanders' (Sidney Fiedler) Alameda, California.
La Salle, San Francisco.
James Lovera, Hayward, Calif.
Lubben Imports, Burbank, Calif
R. Arthur Lubben Originals, Bu California.
Jean Read, Burbank, Calif.
Lydia Rogers, Berkeley, Calif.
Al Schwartz, Oakland, Calif.
Studio of Primitive Arts, Riversi California.
Wallace China, Los Angeles.
Zina Lamp Co., San Francisco.

Additional furnishings show pages 118-123:

Furniture

L. H. Krusi, San Francisco.
Pacific Iron Products, Los Angel
John B. Salterini Co., Inc. New

Floor Coverings

Continental Importing Co., New
United States Plywood Corp. ("Mi-Wood" flooring) New Y

Fabrics

Everfast Fabrics, Inc., New York
Goodall Fabrics, Inc., New York.
Marshall Field & Co. (Fieldcre New York.
W. B. Quaintance & Co., Inc., New York.
F. Schumacher & Co., New York
Simtex Mills, New York.

Accessories

Design-Technics, New York.
Motorola, Inc., Chicago, Ill.
Pond Farm Workshops, Guernevi Calif.
Mary Ryan, Inc. New York.
United States Glass Co., Tiffin.
Dickman Walker, San Francisco
Also, Forest Fulton, Edward M ridge, J. Morley and Sonya Rap craftsmen.

Common Garden Fallacies



People say: Fertilizer burns plan (as if it were fire).

The truth: When used in exces fertilizer absorbs water from th leaves, causing them to shrivel ar dry out at the edges. But this o curs only when used in exces (Too much table salt can kill man, but we don't speak of tab salt as poison. Fertilizer is simila in that nothing bad happens wh used in normal amounts.)

10 EASY RECIPES FOR FAMOUS EPICUREAN DISHES—THANKS TO ONE MIX

CONTINUED FROM PAGE 117

apes and forms, at varying temratures. Sometimes I have been reful and other times I have sed things together. Never once ve I had a failure.

You begin with ⅝ cup of butter, ich is ¼ pound stick (or cube) is 2 tablespoonfuls. Place in a all pan along with 1¼ cups hot lk or boiling water. Heat toher until the butter melts. Add whole package of Flako's Topova pover mix and stir vigorously h a wooden spoon over medium at until the batter leaves the es of the pan and forms in the ter. This is an exciting moment, d you can't help knowing when as come, for the sides of the pan suddenly shiny clean and the tter takes on a circular form ound your spoon.

At this point, remove from the at and let cool at room temperare five minutes. Then add 4 large beaten eggs, one at a time, beatg each one into the batter thorghly before you add the next. e mixture should be very stiff, batter firm enough to hold its ape and should have a silken oss. If your eggs are small, you ght possibly need 5. But don't d the last egg all at once, just lf of it to begin with.

Now drop by spoonfuls two ches apart on a buttered cooky eet. Bake in a hot oven 400°F., hour. Reduce to 350°F.; bake e minutes longer. The puffs ould be at least 2½ times their iginal size, and most delicately lden brown. Before they are ite done you will notice tiny ads of dew upon them, but these ist have completely disappeared fore the puffs are taken from the en.

To test for doneness, take one iff out of the oven. If it has not en cooked long enough it will ll and be soft rather than crisp it should be. Always cool your iffs at room temperature away om the draft. Cut a slit in the les and fill with whipped, flavored eam, custard, *Crème à L'Anglaise ollée*, *Crème Patisserie*, or ice eam.

This recipe makes about 16 large ssert-size puffs; about 48 small ies.

roque-en-Bouche, the Classic French Pyramid of Puffs

(Photograph on page 116)

For a party, nothing could be ore engaging than this simplified rsion of the ancient and glorious oque-en-bouche, that elaborate conction of "small pieces mounted ne upon the other to a magnificent eight," held together with caramel rup and decorated most fancifully with small fresh flowers, bright green leaves, whipped cream, delicately flavored. And, if you wish, a dusting of powdered sugar—unnecessary, but pretty to see. Make it as simple or as elaborate as you choose. The basic idea is so spectacular that you need no great amount of embellishment.

The base of the pyramid, according to the classic recipes, is a round of puff paste, or any good flaky pie pastry. Tiny, filled cream puffs are dipped in warm caramel syrup and arranged in a pyramid. That is all. Use the flakiest pie crust you can manage—a mix or your own recipe. Roll out and cut into a circle 9 or 10 inches in diameter. Prick with a fork. Bake on a buttered baking sheet in a moderate oven 350°F., 10 minutes or until lightly browned. To make that perfect circle, turn a pie pan or bowl upside down and cut around it.

Know what? Many people omit the base altogether and simply pile the puffs upon the serving plate. Why not? (That's what we did in our picture.)

Make tiny cream puffs from the recipe above. Fill them with Crème à L'Anglaise Collée. This high-sounding and delicious filling, said to have been invented by the great Careme, uses a package of Royal custard mix, cooked according to package directions but with two extra egg yolks added to the cold milk before cooking. And after it is done, a teaspoon of vanilla goes into it, *plus*, and this is the unusual touch which gives that delightful waxy texture, a tablespoon of Knox gelatin (which has been softened in 2 tablespoons cold water for five minutes, stirred over hot water till dissolved), added to the hot custard. Keep stirring the custard for about a minute afterwards. (This is a good rule to follow with all pudding and custard mixtures.)

Now for the caramel that holds the pyramid together. You may use Zeste Morestin (bottled caramel), in which case you have only to pour about 1 cupful into a shallow pan, cook about 2 minutes, until covered with pale bubbles and syrupy.

Of course, you can make your own caramel syrup. Cook together over low heat in a heavy frying pan 1 cup sugar, ⅓ cup water, ¼ teaspoon cream of tartar. (Do not stir, but simply watch until the syrup turns amber.)

When you put the pyramid together you may find it easier if you turn a tall tumbler upside down in the center. Dip the bottoms of the cream puffs into the hot caramel syrup. Place a row of them around the outside edge of the base. Place a second row on top of the first row over the spaces between puffs. Continue to build the hollow pyramid until it is topped with one last little puff, which may well rest securely on top of the glass. If you have any difficulty keeping the puffs in place, a toothpick helps. Some chefs use a generous sprinkling of confectioners' sugar.

(*Please turn to page* 171)





THIS IS
GIN AND
Quinac

SUMMER'S
COOLEST DRINK

DELICIOUSLY DRY
AND DIFFERENT...
EASY TO MAKE...



THESE ARE A FEW OF THE MILLIONS OF SMART PEOPLE WHO ENJOY GIN-AND-QUINAC EVERYWHERE



This is how you make Gin-and-Quinac in seconds

Put 1½ ounces of gin in a tall glass. Plenty of ice. Thin slice of lemon or lime. Fill with Quinac.

THIS IS Quinac

A delicious beverage all by itself. Enjoy Quinac in ■ glass with ice and a slice of lemon or lime.

Easiest, quickest way to cool contentment in a glass—Gin-and-Quinac. You make it in seconds. You enjoy it any time, all the time. See that glacier-blue color? That's the Quinac color. For Quinac *looks* as delightfully different as it *tastes*. And that's saying a mouthful of the finest flavor you've ever enjoyed.

P. S. Like RUM or VODKA?
You'll like 'em even better in a Rum-and-Quinac or Vodka-and-Quinac.



GET THE KNACK...DRINK
GIN AND Quinac
QUININE WATER

THE NEW WAY OF EASY ELEGANCE

CONTINUED FROM PAGE 125

to hand on, along with a tray-dinner menu that guests in my house have been known to applaud. They are all predicated on my pet conviction that there is no virtue in needlessly working your fingers to the bone. (Can you *bear* the exhausted show-off hostess who pretends it was nothing at all?) I know I can accomplish the equivalent of *two days'* hard labor in *two hours* of thoughtful planning, figuring out a compact menu that is as imaginative as it is flavorsome, analyzing the steps needed in its preparation, and visualizing interesting ways of serving it. This is how I create the essence of a party, like a manufacturer who prepares a soup mix, so that only a minimum of effort is needed to make it unfold in full flower.

Now for the eight fundamentals that govern my planning for an elegant, though casual, tray dinner—or for any party meal:

1. Make an adventure of the preparation, for this can mean adventure in the eating. To be sure, a certain amount of work is required for any dinner, but it need not be humdrum and dull if you approach entertaining with enthusiasm.

2. Measure your time as carefully as your ingredients. Use the grocer's shelf as much as you can for ready-mades and ready-mixes in cans, jars, and packages. They r resent precious time saved. Y give them distinction by elevat them with your own choice of s soning, or by using them as base for new dishes.

3. Pare last-minute preparation the bone. Work days ahead, acc plishing whatever you can wh ever you can in short easy j Choose a menu that needs no l minute pampering, like browni trimming, and whatever. Esch vegetables that must be cooked served quickly, or anything that cannot be kept warm ind nitely.

4. Don't try to serve a pretentic conventional dinner. Concentr on excellence and serve less—th courses at most, although two ten turn the trick. And don't bound by tradition. In the m below, the tuna-fish mold ope replaces both soup and sal Switches like this make a din more interesting, can become a c versation piece.

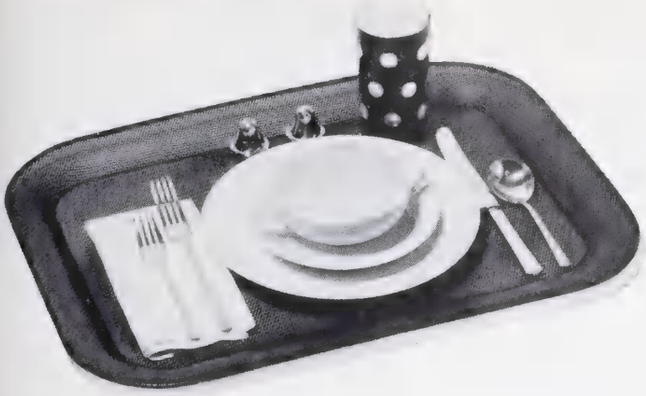
5. Build up your dinner from s ple things available anywhere, with discriminating choice and awareness of your own culin limitations. Don't try to go fla with frogs' legs if you don't k how. If you do a good stew, se it with conviction. This—not

(*Please turn to page* 168)

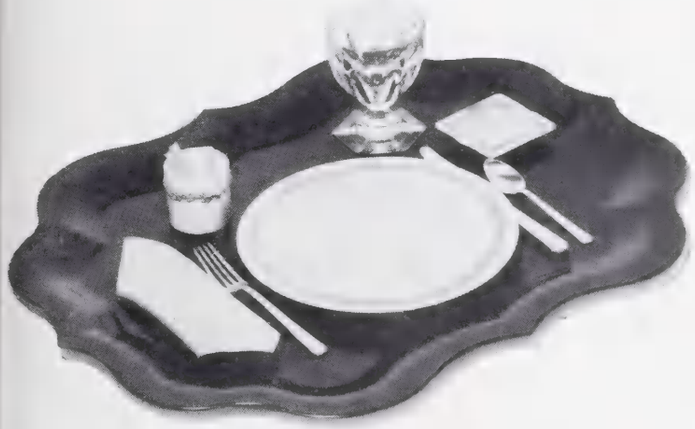
Trays are creating a new look in entertaining



A tray used for the setting of a fine meal deserves as thoughtful selection as a dining table, for it must be an enhancing background for your tableware. Satiny Finnish beech plywood is an eye-pleasing foil for Axel Bruel's Danish ceramics and Gense stainless steel, both courtesy of Mayhew. Tray, courtesy of Macy's.



Pin-point piercing gives a black iron tray, from Mollie Boynton, texture, lightness, and a pattern of dots. Just as imaginatively as you'd set a table, you could play this up smartly with white-on-black polka-dot glass, used with white Limoges porcelain and the gold glimmer of Dirilyte flatware, courtesy of Mayhew.



Dinner on a tray may be casual entertaining from the point of view of easy service, but meticulously chosen appointments can give it traditional grand-manner elegance. Here a Chippendale-shape iron tray from Period Art Reproductions is set with the fineness of Wedgwood china, Baccarat crystal, and Lunt sterling.

(Please turn the page)

BUY BY MAIL from the collection of

PACIFICA*-1953

"separates" for casual . . . informal living

see advertisement on
PAGE 59
for 3 exciting
PACIFICA "separates"

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OAKLAND, CALIFORNIA

*© PACIFICA INTERIOR DESIGNS

Today's newest, most distinctly different toaster!

NEW Toastmaster
Super De Luxe Toaster



with amazing ease and astonishing speed

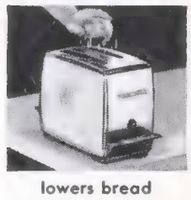
POWER-ACTION

Takes the bread right out of your fingers!

Here's the latest in effortless toastmaking. All you do is place a slice of bread in either slot of the new "Toastmaster" Super De Luxe Toaster. Instantly, the bread goes down and toasting starts. Power-Action, employing a unique electric motor, lowers bread, starts it toasting, serves it up fast when toasted as you like it—light, dark, or in-between. You can raise toast and turn current off at any time by pressing in on the Toast Control Dial. Toast glides up extra high, making smaller pieces easy to remove. The new "Toastmaster" Super De Luxe Toaster is the result of over 30 years' research and development by America's pioneer producer of automatic toasters. Count on it to give you the same faithful service that has resulted in more people owning "Toastmaster"* Toasters than any other kind.



Power-Action automatically . . .



lowers bread for you . . .



starts it toasting . . .



serves it up fast —*all by itself!*

*"TOASTMASTER" is a registered trademark of McGraw Electric Company, makers of "Toastmaster" Toasters, "Toastmaster" Water Heaters, and other "Toastmaster" Products. Copr. 1953, TOASTMASTER PRODUCTS DIVISION, McGraw Electric Company, Elgin, Illinois.



ARCHITECT: MILLER & VOINOVICH, CLEVELAND, OHIO



This idea has two sides ...both good!

Look at this wall from the library side—an interesting arrangement of books against a background of Blue Ridge *Patterned Glass*. Even the unfilled shelves are lovely patterns of light instead of the usual blank wall.

And take a look at the other side. Varied patterns of light and color, come through the glass to create an unusual, interesting effect in the hallway.

Blue Ridge *Patterned Glass* passes light from room to room, while its translucency provides privacy. It picks up warm colors, reflects and transmits them. Yet, being neutral in color itself, it is always in keeping with your decorative color scheme.

You can choose from many smart Blue Ridge patterns—linear, checkered or over-all patterns—in plain, textured or *Satinol** finishes. Ask your L·O·F Glass Distributor or Dealer to show you samples. He's listed in the yellow pages of phone books in many principal cities. *®

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Enclosed find 10c for my copy of "New Adventures in Decorating."

Name (please print)_____

Address_____

City_____ State_____

THE NEW WAY OF EASY ELEGANCE

CONTINUED FROM PAGE 166

lamb chop or filet mignon—is the priceless ingredient in planning a dinner.

6. Cut out all fripperies—the rose radish garnish, the dibs and dabs of condiments that complicate service and create extra dishwashing. Put your seasonings into the sauce of the dish you want to season.

7. Serve your dinner with flair. It's important enough to be rule number one. For much of any meal's "finish" depends on its presentation. But the new elegance doesn't require golden plate and perishable lace. So much have the facts of living influenced our possessions that even our loveliest belongings today are practical, easy to keep in a perfect state of polish or crispness. Here you can get the most satisfying effects if you kick up your heels and break with convention, if you surprise your guests with the unusual and interesting in dishes and glass, flatware and linen.

Don't be hesitant about combining earthenware casseroles with your other china. Use black lacquer or small china bowls for soups, vegetables, desserts. Do the different! Serve fricasseed chicken from a handsome soup tureen, or put hors d'oeuvres and salads in ring and timbale molds. As a hostess, keep your eye out for rarely seen imported oddments that may lend piquancy and the unexpected to your settings. Forget about making things match, as long as the effect is consistent and appropriate.

8. Use trays. My own system of easy elegance hinges on them. This is how I work it: In my coat closet I store a whole covey of little folding metal tables with tray top One of these is set up before eac guest in the living room. For special dinner, individual trays a perfectly laid in the kitchen, wit the simplest, yet loveliest, pla settings I can dream up, and ca ried in to each guest. Sometime the food is put on the trays in th kitchen. Or I may wheel the whol dinner into the living room on m indispensable three-tier rolling ca and serve from this.

Or, if I want to be specially lu urious, I engage a part-time mai to pass the food. At other time instead of setting the trays in th kitchen, I wheel the tableware i with the food, dispense with extr trays, and simply serve the mea on the tops of the tray tables. Yo note that I don't hold with guest carrying their own trays about.

Things go far more smoothly you seat the guests first before yo serve them. The most satisfactor size tray for this kind of meal at least 22″ x 16″.

Here is a dinner menu, ideall suited for a tray meal, yet festiv enough to be served by a footma All recipes serve eight.

Tuna Fish Molds
with Mayonnaise Sauce
Buttered and Toasted Rye-Krisp
Chicken Madlin
Pascal Celery Hominy Grit
Buttered, Hot Soft Rolls
Peach Compote
Cookies or Packaged Coconut Cake
Chablis
or
Rosé Perlé (Pink Anjou Wine)
Coffee



PHOTOGRAPHS BY ROLF TIETGENS

Look for trays that are easily carried and wide enough to permit an uncrowded, full place setting with a 10-inch dinner plate. The black-edged mahogany tray shown could gracefully tote its load of Heath stoneware, a Blenko glass tumbler, and Porter Blanchard's hand-wrought ebony-handled sterling. America House.



For Variety

SPICE YOUR LIFE WITH

MYERS

Wake up your taste with a tempting Myers's Rum Collins! Your guests will be delighted . . . your party more enjoyable.

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Traditional, dark **JAMAICA RUM** *97 Proof*



Not too heavy, not too light— *but* **RIGHT-BODIED**

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SPICE ISLANDS COMPANY
Department H
610 Folsom Street • San Francisco 11

The selling point of this menu is that only two burners are needed to keep the vegetables hot. The chicken is in the oven, and the cold hors d'oeuvres are in the refrigerator. The dessert is heating while the guests are eating. This takes into consideration that the usual kitchenette stove, even one with four burners, does not accommodate more than two large pots at one time, a baffling situation when cooking for more than four people.

Tuna Fish Molds

1 7-oz. can tuna fish
1½ tablespoons gelatin
1 10½-oz. can consommé
2 teaspoons salt
1 tablespoon lemon juice
½ cup mayonnaise
2 hard-cooked eggs, sliced
8-9 timbale molds, rubbed with oil

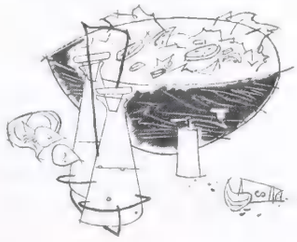
Drain tuna fish and break into small pieces. Sprinkle gelatin into ½ cup cold water in a bowl and let stand until needed. Heat consommé, salt, and ¾ cup water. Pour into soaked gelatin, stirring until gelatin is dissolved. Cool. Add lemon juice. Pour into the mayonnaise in a thin stream, beating as you pour. Lightly mix in tuna fish. Let stand until slightly thickened. Lightly mix again and fill the molds. Chill. Unmold on a round platter. Top with slices of hard-cooked egg and surround with shredded lettuce, tomato slices, and your choice of hearts of artichokes, asparagus tips, flowerets of cooked cauliflower, or canned okra. Serve with Mayonnaise Sauce and pass the Rye Krisps separately.

These molds are used in this menu because, unlike a soup, they require no stove space. They can be made a day ahead of time and arranged on the platter with their accessories two or three hours before serving and so relieve last minute pressure. Moreover, they make an interesting and unusual first course and eliminate the salad.

Mayonnaise Sauce

1 cup prepared mayonnaise
1 cup French dressing
½ cup milk
1 tablespoon Worcestershire sauce
2 tablespoons finely cut fresh or dried dill or tarragon
Salt and ground pepper to taste

(*Please turn the page*)



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THE NEW WAY OF EASY ELEGANCE

CONTINUED FROM PRECEDING PAGE

Mix all ingredients together. When adding the salt and ground pepper (the more ground pepper, the better), don't forget that a sauce is a liquid seasoning. Make the sauce a day ahead of time if it is more convenient for you, and keep in the refrigerator until it is ready to be used.

Chicken Madlin

2 chickens (2½-3 pounds each), quartered, or breasts of 4 chickens, frozen or fresh
¼ cup cooking oil or 3 tablespoons of fat
2 tablespoons oregano (optional)
Garlic
Salt and pepper to taste

Sauce

1 pound chicken livers, frozen or fresh
1 8-oz. can sliced mushrooms
2 8-oz. cans small onions or 24 small fresh onions, thinly sliced
1 package Lipton's chicken noodle soup
3 tablespoons flour
½ cup sherry

To make the sauce, bring to a boil 3 cups of water, the canned onions and juice, the sliced mushrooms and their juice, and the little cake of compressed soup mix (don't use the noodles). Add the livers and cook gently for 15 minutes. Add the sherry. Smooth the flour in 4 tablespoons of water and stir into the sauce. Bring to a boil. (If desired, 3 cups of chicken broth may be made of the gizzards, hearts, wing tips, and necks to use in place of the water in making the sauce.) Keep hot while browning the chickens.

For the chickens, rub a large iron skillet with garlic. Add the oil and oregano and, when hot, brown the chicken lightly all over. Do a few pieces at a time and, as they are browned, sprinkle with seasoning and place in a large earthenware casserole. Rinse the skillet with a little hot water to rescue all the flavor and add to the sauce. Pour the sauce over the chicken. Cover tightly and continue cooking in a moderately hot oven (375°F.) for about 45 minutes, or until tender.

Chicken Madlin in the casserole is welcome for a dinner party because it requires a minimum of last-minute preparation. The sauce can be made ahead of time and reheated just before needed. It is simple to keep hot in the oven and is unaffected by the tardy guest.

Pascal Celery

2 bunches Pascal celery
3 tablespoons butter or butter substitute
Salt and pepper to taste
¼ cup minced parsley

Scrape the celery and cut into thin julienne strips or 1-inch pieces. Cook in 1 cup salted boiling water, covered, for about 15 minutes, or until tender. Drain, saving the water for soup. Add butter and more seasoning, and mix in the parsley. Serve in little bowls so it won't be overwhelmed by the chicken sauce and lose its individuality.

Hominy Grits

Cook according to directions on the box. The large hominy (samp) that comes in cans may also be used, buttered and seasoned. Keep hot in the double boiler. Hominy or rice not only has an affinity for meat sauces but also has more originality than potatoes.

Peach Compote

2 No. 3 cans large peach halves (clingstone, not raggedy type)
20 large prunes, cooked and mashed
4 tablespoons slivered orange peel cooked in sugar syrup

Fill the peach halves (one per person) with mashed prunes. Scatter the orange peel over the top. A preserved kumquat on the prune, if you feel like making the investment, gives added flavor and style. Place in a casserole platter, add the peach syrup from the can, and just before serving heat in the oven until hot. Then pour warmed whiskey or brandy over them and bring flaming to the guests. Equally good cold with Pineapple Honey Sauce.

Pineapple Honey Sauce

2½ cups pineapple juice
1 12-ounce jar honey
2 lemons, juice and grated rind
1 tablespoon cornstarch

Bring pineapple juice, lemon juice and rind, and honey to a boil. Stir in the cornstarch smoothed in 3 tablespoons of water. Bring to a boil again, stirring constantly. Chill. Delicious over canned peaches, pears, or hot gingerbread. This is an effortless sauce and can be made a day or even two days before your festive tray-dinner.

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40 EASY RECIPES

CONTINUED FROM PAGE 165

At serving time, the best way is to allow each person to pick off the pyramid 2, 3, or 4 puffs. Since the recipe makes about 48, there will be plenty for 12.

Profiteroles au Chocolat

Make mite-size cream puffs. They bake fast—in 25 minutes at the most. Fill with ice cream. Serve with heated, canned chocolate sauce, to which I like to add a little rum or sherry and a dash of orange bitters.

These may be frozen and kept for weeks.

Eclairs

Once again, use cream puff mixture. The classic way to shape the éclairs is with a pastry bag, fitted with ½" flat tube. But it is not at all difficult to do without the tube. Simply place the dough on a pan in strips, 1" wide and about 4" long. Bake just like cream puffs, cool, split, and fill. Or fill with a vanilla pudding flavored with 2 good teaspoons of instant coffee, and perhaps a bit of coffee liqueur. Or try making up a vanilla pudding according to package directions, but use 1 cup milk, 1 cup thin cream and flavor with a couple of tablespoonfuls of Grand Marnier. Ice with thin frosting, made of Q-T vanilla frosting stirred up with liqueur, rum, or brandy, instead of the usual moistening with water.

Popovers

In the old days, popovers were beaten till the arm ached and the cook was exhausted. All this has changed. Even more revolutionary are the changes in baking. Once we believed that you must have hissing-hot iron pans which you handled gingerly with tongs and layers of holders, greased over the hot stove, filling the kitchen with fumes of smoky fat. Now, even without a mix you use stone cold metal pans or custard cups—whatever's handy—and bake for 15 minutes instead of the old-fashioned 45, starting the popovers at 500° F., then turning the oven down to 400°F. for another 15 minutes, or until done.

The recipe on the package is fine, but to make things easy, easier, easiest, mix the batter in your electric blender, placing in the glass container first 1 cup milk,

(*Please turn to page* 177)





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A HOUSE WITH THE NEW AMERICAN LOOK IN LIVING

CONTINUED FROM PAGES 111 AND 113

Movable wall adds living space

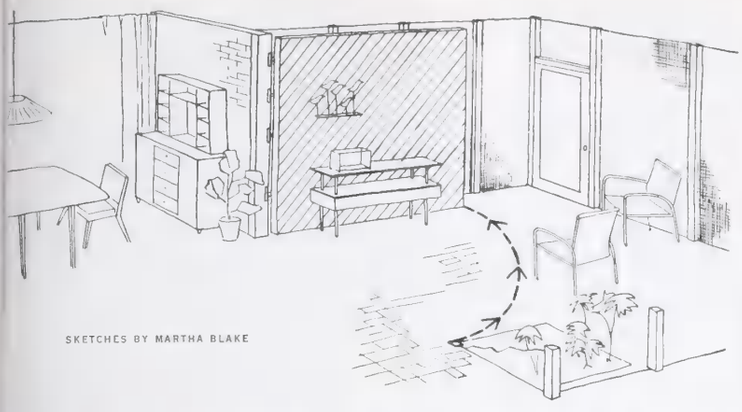


Above you see the "barn door" wall of the living-dining room closed, as it would be on a cold day. Closed, it makes a pleasantly paneled wood wall, revealing no hint of its hidden function as a door.

PHOTOGRAPHS BY EZRA STOL

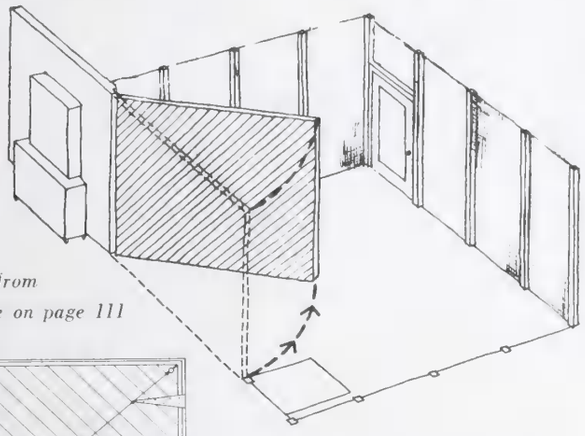


Here you see the "barn door" wall swung back and out onto the porch, becoming a wall of the porch, and turning the living room into a space 36′ long and 24′ wide. Two-level table moves outdoors.

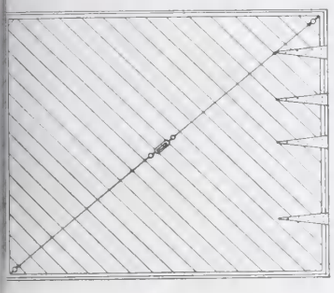


SKETCHES BY MARTHA BLAKE

Cut-away sketches show how barn door swings out onto the porch, throwing the living room open to become one with the 16′ x 20′ screened porch. Brick floor flows unbroken.



See door from porch side on page 111



To support such a heavy hinged door as this, you need plenty of strong strap hinges. To prevent its sagging and to keep it in shape, door was braced (on porch side) with diagonal steel cable, kept taut by turnbuckle at center.

ere was never any skimping in aterials themselves.

For instance, old brick was used th for looks and for supporting alls, despite its greater cost. This one gives the house a de luxe fect at actually little added cost. nd even though brick was used, was used in a straightforward anner: straight runs, no inside rners, no expensive curves or rns. There is some brick wall every room, so there is a unity effect.

Many other things entered into e low-cost design of this house: ean, economical roof framing—orkers could put it up fast using andard lengths; roof ridge is pported at regular intervals. lumbing is all centralized on one all; the bathroom is minimum. hite gravel was used as a reflec- ve roof insulation

The openings in the walls, for indows and doors, are all big penings, not a lot of little holes at add up in money. The openings for windows fit into the structure and are framed by wood alone; thus they don't affect the masonry. All joinings were planned for easy tolerances. The structure itself is of conventional lumber: nothing had to be specially cut or milled. Stock items—doors, windows, etc. —were used as much as possible.

The architect's dual experience of having designed luxurious homes for as much as $250,000, so learning all there is of luxury and mechanical conveniences, and houses for less than $10,000, so acquiring the practical knowledge of how to cut costs, came into play in this house for $20,000. This interplay of knowledge—how to design for the very rich as well as for the average income—is the essence of the new American look in housing (because more and more it is showing up in the daily work of the good modern architect).

The new American house, when designed along such lines, has a

(*Please turn the page*)

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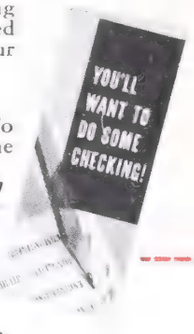
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A HOUSE WITH THE NEW AMERICAN LOOK IN LIVING

CONTINUED FROM PRECEDING PAGE

balanced look and that is the new look. It integrates technical know-how with sound social or human values. It shows an equilibrium of utility, strength, and beauty. Design is never independent of function or cost, and cost is never disregarded for design. For good design is the resolution of all the factors involved. It is never a surface or façade quality.

Thus, the new look in the American house is also beginning to influence architecture abroad, from Helsinki to Johannesburg, wherever people are pursuing the best house for the least money, the best living conditions for the greatest number. However, a new understanding of what we are achieving is necessary if our example is to be followed:

We are not sacrificing individualism and privacy, even in the name of economy. For it is our experience that the sacrifice of these values is costly beyond any sum in dollars. *Basic in the American look is our attitude toward ourselves. We value ourselves too highly to live in rabbit-warrens, blockhouses, or any other collective slums, no matter how cheap their construction. Because in the long run it adds up to a price we can't and won't pay.*

Structural and decorative materials specified for the house are listed below.

CONSTRUCTION MATERIALS

Foundations: Reinforced concrete. Florida Portland Cement & Tile Co., Div. General Portland Cement Co., Tampa, Florida. Caulking, "Vulcatex," A. C. Horn Co., Inc., Long Island City, New York.

Rafters: Douglas Fir.

Exterior siding and interior panelling: Tidewater Red Cypress.

Stain on wood: Samuel Cabot, Inc., Boston, Mass.

Roofing: Built-up asphalt roof.

Flashing: 16 oz. copper.

Windows: Aluminum, awning type, Miami Window Corp., Miami, Florida.

Glass: Libbey-Owens-Ford Glass Co., Toledo, Ohio.

Screens: Aluminum screens in all windows, Miami Metal Weatherstrip.

Doors: Hagemann flush doors, Walled Lake Door Co., Walled Lake, Mich.

(*Please turn to page* 182)

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0 EASY RECIPES FOR FAMOUS EPICUREAN DISHES—THANKS TO ONE MIX

CONTINUED FROM PAGE 171

2 whole eggs. Whir about 10 nds till pale and foamy. Add all at once. Blend 10 seconds er. Done!

ere are a few pointers. If you t popovers to "hold over," bake 00°F. for 15 minutes and then the oven to 250°F. until done.

ow do you know when a pop- is "done"? They will have ped way above the pan. They ld be crisp, brown, and glossy the outside, and soft, but not y, on the inside. The toothpick ill a good tester. If it comes out the popover is cooked enough. ou like dry centers, punch a le hole in the side about five utes before they are ready to e out of the oven. This will let the steam, making crisp pop- s that are excellent to serve g with creamed dishes or with d and cheese instead of bread s. Popovers make fine "cases," h easier and just as pretty as y shells.

o reheat popovers, place in a er bag or aluminum foil and in hot oven 425°F. for five utes.

opovers take kindly to freezing. need to thaw; just place frozen the oven.

ackage makes 12 to 15 large overs.

Bouncing Babies

n old-fashioned farm style des- fine for a Sunday breakfast or per. They are big, fat, light, and len-rich with eggs.

se the mix in the usual manner, ing 1 tablespoon of confectioners' ar and 3 extra eggs, making 5 s in all.

ave ready about 10 large custard - or small casseroles. Brush them tly with salad oil; fill about ⅓ and bake as for popovers.

ring piping-hot to the table. Pass le syrup, powdered sugar, and lges of lemon to be squeezed over m as they are eaten. Delicious!

Cheddar Popovers

Use the same recipe as for Bounce- Babies, omitting the sugar ve ready 1 cup grated sharp eese. The sharper and more rous the cheese the tastier the chée. Place a tablespoonful of pover batter in your smallest ffin tins (buttered, of course), er with a teaspoon of grated eese, then another teaspoon of tter. Bake at 470°F. about 15 nutes or until puffed, crisp, and own. Makes at least three dozen povers.

Yorkshire Pudding

ollow recipe on the package. For finest flavor, grease 9" x 12" pan with drippings from roast beef, sausage, or bacon. Pour batter ½ inch deep into the pan.

To give a "homemade feeling" to roast beef from a tin or delicatessen, warm the meat in a well flavored gravy and serve with Yorkshire Pudding. Or bake Yorkshire Pudding like popovers in muffin tins.

Yorkshire "Soufflé"

Sturdy English cousin to the popover—immemorial companion to roast beef. Many soggy and pasty crimes have been committed in its name. The old way is to cook the puffy pudding in the roasting pan, then cut it into squares and serve with the sliced beef and gravy. Much more dramatic and far better eating, bake in a pan which can come happily to the table. Bring straight from the oven, high, puffed and proud as a soufflé, and cut into portions at the table.

Crêpes

These are known internationally as French pancakes, though in different forms with different flavorings they are popular all over the world, not only for dessert, but also as the basis of exquisite entrées.

The French pancake cannot be made properly from our popular packaged "pancake mixes," designed to produce griddle cakes which are puffier and of a different texture and flavor.

To make very thin and delicious crêpes, stir up a package of Topova popover mix according to package directions, but add three eggs instead of two. If possible, allow the batter to stand in the refrigerator for ½ hour. Cook in a 4- 5- or 6-inch skillet, greasing it with a few drops of salad oil. Add a small quantity of the batter. Tip the skillet so that the bottom is covered. Cook over moderate heat. When brown underneath, turn and brown the other side. Use a few drops of oil for each pancake. Package makes 18 to 20 five-inch pancakes. For dessert, roll crêpes with jelly or jam and sprinkle with confectioners' sugar.

Crêpes Colony

As an entrée, fill crêpes with creamed crabmeat or chicken, sprinkle with grated cheese and set under the broiler.

The Colony Restaurant in New York serves a four-inch crabmeat crêpe as a first course, with a dab of sauce at each end—two different sauces, one flavored with curry, the other with mustard.

Easy Crêpes Suzette

Flaming crêpes are one of the most dramatic of desserts. An excellent choice for a guest dinner since the pancakes themselves may be made

(Please turn the page)

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40 EASY RECIPES FOR FAMOUS EPICUREAN DISHES—THANKS TO ONE MIX

CONTINUED FROM PRECEDING PAGE

ahead of time. Use the smallest frying pan you can find. Make crêpes 3 or 4 inches in diameter; fold into quarters. Place on a biscuit sheet so they do not touch. Cover with waxed paper.

At serving time, heat pancakes in a shallow frying pan, suzette pan, or heatproof platter over a flame at the table, turning them in a sauce made by melting ½ cup butter with ½ cup shredded Seville orange marmalade. Add ½ cup brandy and set fire to the brandy. Serve crêpes flaming on heated plates, two or three to each person. A few drops of lemon juice are usually sprinkled over each portion. If the flame dies down or is not high enough, pour on a little more brandy. One package mix makes about 30 small crêpes.

Instead of orange marmalade, use any other kind of jam or preserves that suits your fancy. In place of brandy, try liqueurs or rum.

Swedish Plättar

These traditional Swedish Thursday night dessert pancakes can be cooked by tablespoonfuls on a heated griddle or large frying pan or special plätta pan.

Once again use Topova mix. This time use 1 egg, 2 cups milk, 1 tablespoon sugar. Serve six tiny pancakes to a person on heated plates with a lingonberry jam or Bar-le-Duc French currant preserves. The cakes should be small (only 2 inches in diameter), thin, and very, very hot. Package serves 6.

Viennese Blintzes

These belong to the same family as the more ordinary blintz, (many adequate versions of which may be bought in most cities quick frozen). Ours—if you'll let us boast a little—are more elegant.

To a package of Topova mix, add 2 tablespoons sugar, ½ teaspoon vanilla, grated lemon rind or orange bitters, ⅔ cup milk, ⅓ cup water, 3 well beaten egg yolks. At the last minute, just before baking, fold in three stiffly beaten egg whites. Cook in a 6-inch skillet. Make the cakes very, very thin and cook on one side only. Place them brown side up on a tea towel.

Then make this cottage cheese filling. Mix 2 cups rather dry cottage cheese, one small slightly beaten egg, 1 teaspoon vanilla, or ½ teaspoon orange bitters or grated lemon rind. Place about 2 tablespoons filling in the center of each cake. Bring edges over from both sides. The filled blintzes may be kept well covered in the refrigerator for quite some hours, or they may be cooked at once, i.e., place folded side down in the frying pan with a tablespoon of salad oil or butter. Turn only once. Serve piping hot on heated plates sprinkled with sugar and cinnamon or with sour cherry jam. Pass a separate bowl of sour cream.

German Pfannkuchen

Use a package of Topova n
adding 4 eggs, 1 cup milk, an
tablespoon sugar. Cook it in y
largest frying pan and you'll h
6 pancakes such as Leonard
Mitchell describes so feelingly
Luchow's German cookbook.

"At Luchow's an order of a G
man pancake for dessert for
calls for a spectacular performa
on the part of the chef and
waiter, or captain, who is in cha
of your table. The pancake, wh
borne from the kitchen, measu
about a foot and a half in diame
It is delicately browned, hot, re
for the ministrations of the capt

"Working swiftly at a serv
table at your elbow, he sprink
the top of the pancake thickly w
sugar and powdered cinnan
from huge glass shakers. He qui
ly squeezes the juice of lemon o
this and then spreads the fam
imported Preisselbeeren (ling
berries) or huckleberries, cool
apples, or chocolate sauce thic
over the sugared surface and r
the cake like a jelly roll.

"Next he cuts the roll in
pieces, sprinkles them with m
sugar and cinnamon, and slips e
onto a plate. If you like, he
sprinkle these rolls with Jama
rum or kirschwasser, ignite it, a
then place this succulent dess
before you while the sugary fla
are dancing across its surface.

"The chef's pan for this m
moth pancake is a large, lo
handled thin iron frying pan. E
cake is made with four or m
tablespoons of batter poured i
the heated pan, which has b
generously buttered. The ba
must be spread quickly to forn
large, thin pancake. As soon a
bubbles and the bottom is set, i
turned with a wide pancake tur
and baked on the other side."

Gató San Honoré

The Italian version of the m
famous of all pièces montées. Pat
aint of bakers, Saint Honoré, Bis
of Amiens in 660, is honored e
year both in France and Italy
a feast celebrated on May 16. In
pensable to the celebration is
beauteous edifice, contrived in m
fanciful fashions but generally
together with a round base of
à chou, a topping of tiny cream p
held together once again by cara
syrup. The center of the cake is
erally filled with *Crème Saint H
oré* or whipped cream, and the
oration uses a bright medley
glacéed fruits, sugared nuts, and c
tallized flowers.

This version uses the regular cr
puff mixture. Drop by teaspoon
on a buttered cooky sheet, mak

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24 small puffs. Place the remaining batter in a buttered 9-inch pie plate with straight sides; spread evenly. Bake puffs and "pie" as usual, but allow the "pie" 10 to 15 minutes longer than the puffs.

Fill tiny puffs with sweetened, rum-flavored whipped cream, using 1 cup whipped cream, ¼ cup powdered sugar, 1 teaspoon rum flavoring.

Dip puffs into caramel syrup as for *croque-en-bouche*. Press lightly around the edge of the "pie" to form a circle. Fill the spaces between the puffs with sweet tidbits—candied fruits or sugared nuts.

Pile whipped cream in the center of the ring, and sprinkle with diced, candied fruits. These you can buy most conveniently in jars and tins packed by Dromedary or S & W. Serves 12.

Crème St. Honoré

For a quick version of the famed *Crème St. Honoré* use a package of Royal vanilla pudding, the kind that must be cooked, not the instant variety. Just before taking from the stove, add 1 tablespoon Knox gelatin, which has been soaked for five minutes in 2 tablespoons cold water. Soften gelatin over hot water until dissolved. Add to the hot pudding along with 1 teaspoon vanilla. Cool five minutes. Beat until stiff 4 egg whites, adding gradually 4 tablespoons sugar and fold egg whites and sugar into pudding.

Basic Pâte à Chou

This is nothing but the cream puff mixture without sugar or extra flavoring.

Cocktail Pâte à Chou

Make basic paste into very small puffs or èclairs. Cool, split and fill with pate de foie gras, mousse of chicken, shrimp or crabmeat, wine-flavored cheese spread, or any good delicately flavored cocktail mixture.

Garnish Pâte à Chou

Most delicate of garnishes for a clear soup or a subtly flavored cream soup are these tiny puffs. Reserve a small amount of your basic paste. Drop by tiny spoonfuls—mere dots—into deep fat 370°F. and cook only a few seconds until pale gold. Drain on paper.

Les Allumettes Parmesan

These are tiny cheese flavored "matches" generally passed as a garnish for soup, or they can be served with cocktails or a salad. Add to about a ¼ cupful of basic paste 1 tablespoon of grated Parmesan or Romano cheese. Press mixture through a pastry tube in very tiny amounts, flatten the points. Bake like cream puffs, only a very few minutes until gilded and dry.

(*Please turn the page*)



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40 EASY RECIPES FOR FAMOUS EPICUREAN DISHES—THANKS TO ONE MIX

CONTINUED FROM PRECEDING PAGE

La Gougère de Burgundy

When you go on a wine testing tour, nibbling and sipping your way through the great dishes and wines of Burgundy, you will clear and delight your palate with a Burgundian cheese pastry known as *La Gougère.*

This, too, you can make from the same mixture as you use for cream puffs. But after the eggs are in you'll add 1 cup grated Switzerland cheese, 1 tablespoon heavy cream, and a dash of white pepper. Put into a buttered ring mold. Press a dozen ½-inch cubes of cheese on top. Brush with a little beaten egg yolk and bake at 325°F. about 40 minutes, or until well-risen, golden, and devoid of any dots of dew. To save yourself a flop —literally—don't open the oven door while *La Gougère* is rising.

Les Gougerettes

A miniature version of the Burgundian specialty makes a distinguished complement to wine or cocktails. Instead of making the big ring, drop by teaspoonfuls on a buttered cooky sheet. Top with a cube of cheese, brush with beaten egg yolk. Serve hot, warm, or cold.

Les Beignets Soufflés

Make the Pâte à Chou mixture as for cream puffs, but add 1 teaspoon sugar along with the mix, then at the very end after the eggs are in, 1 teaspoon vanilla, lemon, brandy or rum to flavor. There are some who fold in also, at this moment, 2 stiffly beaten egg whites, but it isn't really necessary.

Vegetable oil or shortening at least 4 inches deep is best for *beignets.*

The experts say that one should fill a spoon—teaspoon or tablespoon, depending on the size you want—with the pâte paste. Then with a knife slip half of it into the deep hot fat 370°F. to 375°F. Slip off the other half. When golden brown, they are done. This takes 3 to 5 minutes. Drain immediately on paper towels. Serve hot, sprinkled with powdered sugar or pass separately a sabayon sauce, a thin custard, or a fruit sauce.

Queen Fritters

An English version of *beignets soufflés.* Drop by tablespoonfuls into deep hot salad oil, 375°F., and fry until delicately brown. Drain well on paper towels. Often these are slit and filled with preserves. Let your mind dwell upon the thought of these big, airy balls encasing a bit of green preserves and powdered with sugar. Serve with a thin vanilla sauce.

French Crullers

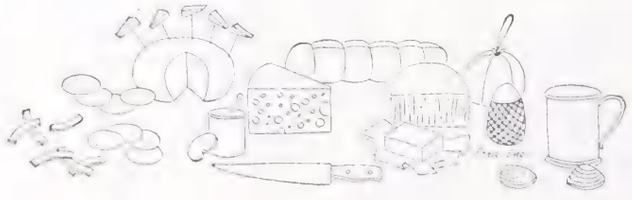
When a queen fritter takes the shape of a ring, it becomes a French cruller—the most ethereal doughnut in all the world. To make the ring, you make use of a pastry tube, or even a spoon, placing two or three circles at a time on buttered, heavy paper. Turn the paper upside down so that the rings fall into deep, hot fat, 370°F. Fry until brown. Drain on paper towels and serve hot, sprinkled with confectioners' sugar.

Swedish Rosettes

The rosette and the timbale belong to the cuisine of the Golden Nineties. They look engagingly elaborate. In this day of automatic fryers, they're easy! Get a set of rosette and timbale irons at almost any good housefurnishings department. Or write Griswold Company, Erie, Pennsylvania.

Make a batter according to package directions, but beat the eggs very, very slightly by hand. No blender or mixer. Otherwise, your rosettes or patty shells may have bubbles in them. If at all possible, allow the batter to rest in the refrigerator for at least an hour. This "rest" will prevent bubbles. Add ½ teaspoon Glen Hall non-alcoholic bitter almond, hickory, or black walnut flavoring.

Screw the handle into rosette. Heat iron in the deep fryer in hot lard, shortening, or salad oil at 370°F. Wipe iron with paper towel, then dip into batter, not allowing the batter to come more than ¾ of the way up the side of the iron. Hold the iron above the bowl for a moment for any extra batter to drip off and if you see any bubbles, press them down with your fingertip. Place the iron in the deep fat and cook about 20-25 seconds at 370°F. Push rosette off iron with a fork and allow it to cook about 5 seconds longer in the fat. Remove immediately with a skimmer. Turn upside down on paper towels to drain. When drained, dust with sugar. Makes 24 or more.



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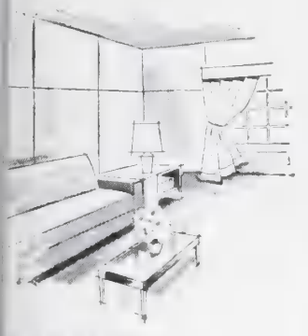
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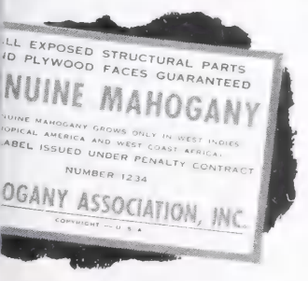
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Cocktail Rosettes

At serving time, sprinkle with coarsely ground salt and freshly ground pepper or finely grated cheese. Or serve plain and provide a bowl of savory dip to be spread on the rosette by the guests to suit their taste.

Sweet Rosettes for Dessert

Add 1 teaspoon sugar to batter. Flavor with rum, sherry, or liqueur flavorings. When done, sprinkle with a mixture of sugar, cinnamon, and allspice.

Timbale Shells

The same batter as rosettes, the same method, but differently shaped irons will enable you to make delicious, crispy, and delicate timbale shells to fill with creamed crabmeat, Newburg mixtures, or, for a ladies' luncheon, tiny green peas.

One thing to remember: Timbale shells should be filled at the last moment, for they become quickly soaked and soggy.

Little Hearts of Switzerland

A delicate and delicious variant of the French *Coeurs à la Crème*. Make heart-shaped timbale cases, adding to the batter 1 teaspoon sugar, and a touch of rum, black walnut, or almond flavoring.

Spoon into shells a mixture of cream cheese and sour cream. (A 3-ounce package of Philadelphia Cream Cheese well beaten with a fork and stirred into ½ cup thick sour cream, along with 1 teaspoon rum, or ½ teaspoon rum flavoring.) Top with black cherry jam. The Swiss jam is most wonderful, made of the whole cherries. You can order it by mail from the Swiss Specialty Shop, Inc., 756 Lexington Avenue, New York. It costs about 80¢, and is a fine "decorative" staple to have on hand.

French Style Fritters

There are many different kinds of fritter casings for meats, fish, vegetables, as well as fruits. Some are thick baking-powder crusts, hiding their morsels in a bready ball. We are concerned here only with the aristocratic Parisian version where the crust is as thin as the calyx of a flower. Many different flavorings and fillings are possible.

Make up a package of Topova mix, adding to the mix 2 egg yolks, 1 tablespoon sugar, and ½ cup milk, white wine, or ⅜ cup warm water and 2 tablespoons brandy. Combine with a few swift strokes. Don't handle too much at this point. Let stand at room temperature a half-hour. Just before making your fritters, fold in the stiffly beaten whites of 2 eggs. The mixture should be as thick as whipping cream.

Heat vegetable oil to 370°F. Take up pieces of well-dried, floured, or sugared fruit on a fork. Dip into batter. Allow excess batter to drop

(*Please turn the page*)

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CONTINUED FROM PRECEDING PAGE

through the tines of the fork. Drop a few at a time into hot fat and cook three to five minutes until golden brown.

One thing to remember: Fruits should be well drained and then dried on a paper towel and dusted with a little flour or confectioners' sugar. Otherwise, during the drying, steam develops and the fritters are not as crisp as they should be.

Berry Fritters

Fresh strawberries, blackberries, raspberries, or any small raw fruits can be made into fritters. Drain them very well indeed, and toss 2 cups of fruit into 1 cup of batter. Drop by teaspoonfuls into hot fat. Serve hot with a contrasting fruit sauce or a compote.

Mandarin Fritters

Drain canned mandarin orange sections. Sprinkle with lime or lemon juice. Let stand about 15 minutes. Drain well. Flour lightly and fry as usual.

Orange Fritters

Use fresh orange sections or thinly sliced oranges with seeds removed. Serve with powdered sugar and pass a bottle of Grand Marnier or Cointreau.

Apricot Fritters

Canned halved apricots or quartered peaches are made the same as banana fritters. Being sweet, they need a tart accompaniment; a clear lemon sauce is delicious.

Pineapple Fritters

Sprinkle drained, canned quick frozen pineapple with k or rum and let stand 30 mi Drain. Dip into fritter batte vored with the same kind of li as was used to flavor the fruit as above. Drain on paper t and glaze.

Banana Fritters

Split bananas in half lengt and cut each piece into t Sprinkle with lemon juice, ru brandy. Cover. Let stand abo hour. Drain well. Fry in the manner. Serve hot with wh cream as is done in Julian's in San Francisco, or a fruit

Apple Fritters

Thin slices of raw appl Comstock sliced apples for pi be used to make excellent fri Especially good for apple fr is a batter lightly flavored rum. Since apples take so kin cinnamon, glaze them by sprin with sugar and cinnamon serving with chopped walnuts

Glazed Fritters

Most professional and bea eating are fritters which have sprinkled after frying with and then placed under the b just long enough to melt the into a lovely glisten. Practical for you may then fry the fr some hours ahead of time. T reheat as they glaze.

Crêpes or pancakes, by the may be reheated the same way

A HOUSE WITH THE NEW AMERICAN LOOK IN LIVING

CONTINUED FROM PAGE 174

Hardware: Schlage Lock Company, San Francisco, California.

Flooring: Bedrooms, integrally colored concrete floor. Dining area and living room, brick floor on concrete slab. Kitchen and laundry, asphalt tile on concrete slab, Kentile Inc., Brooklyn, N. Y. Bathroom, ceramic tile, American-Olean Tile Co., Lansdale, Pa.

Flooring finishes: Two coats of sealer, Onyx Sealer. Floor wax, S. C. Johnson & Son, Inc., Racine, Wisc.

Plumbing: Crane Company, Chicago, Ill.

Bathroom heater: Electromode Corp., Rochester, N. Y.

Fireplace damper: The Donley Bros. Co., Cleveland, Ohio.

Electrical equipment: "Bull Pushmatic electrical distribution, Dog Electric Products Co., D Michigan.

KITCHEN

Cabinets: "Portabilt," Mut Bros. Co., Nappanee, Indiana.

Counter tops: Formica, The Fo Co., Cincinnati, Ohio.

Range, griddle, and oven: T ador Electrical Mfg. Company Angeles, California.

Refrigerator and dishwasher: eral Electric Co. (Major App Div.), Louisville, Ky.

FURNISHINGS

All upholstered and wood f

...e: Consider H. Willett, Inc., Louis-...e, Kentucky.

LIVING ROOM

...rtain material: Goodall Fabrics, ..., New York, N. Y.

...holstery on armchairs and otto-...an: "Tweedtex" print, Cohn-Hall-...arx Co. Div. United Merchants & ...nufacturers, Inc., New York, N. Y.

...bric on dining chair cushions: ...ss Rose Mfg. Co., Philadelphia, Pa.

...nen on bench cushions: F. Schu-...cher & Co., New York, N. Y.

...g: Needletuft Rug, "Phoenix" pat-...n, Cabin Crafts, Inc., Dalton, ...orgia.

...mps: Table lamp, Mutual Sunset ...mp Mfg. Co., Trenton, N. J. Hang-...g lamp, Finland House, New York, ... Y.

...t: "Trompe l'oeil," print over buf-..., Catalda Fine Arts, Inc., New ...rk, N. Y.

...cessories: Courtesy Richard Plum-...Miami, Miami, Florida, and Jack ...meron, Miami, Florida.

...shes: "Coral" pattern, Vernon ...lns, Los Angeles, Calif.

...ater tumblers: Morgantown Glass ...oducts, Inc., Morgantown, W. Va.

...atware: Stainless steel flatware, ...tockholm" pattern, International Silver Co., Meriden, Connecticut.

MASTER BEDROOM

Bedspread and upholstery of cushion on bedside bench-table: Cohn-Hall-Marx Co., Div. United Merchants & Mfrs. Inc., New York, N. Y.

Draperies: Pinwale dress fabric, Wamsutta Mills, Inc., New Bedford, Mass.

Carpeting: Cotton carpeting, "Wunda Loom." Belrug Mills, Inc., Greenville, S. C.

Wood slat door: "Ra-Tox," Hough Shade Corp., Janesville, Wis.

Lamps: Bedside lamp, Mutual Sunset Lamp Mfg. Co., Trenton, N. J. Desk lamp, Verplex Co., Essex, Conn.

CHILD'S BEDROOM

Lamp: Pin-up lamp on wall, Verplex Company, Essex, Conn.

KITCHEN ACCESSORIES

Cooking utensils: "Revere Ware." Revere Copper & Brass, Inc., Rome, N. Y.

Hanging lamp: Studio of Lighting, Miami, Fla.

TERRACE

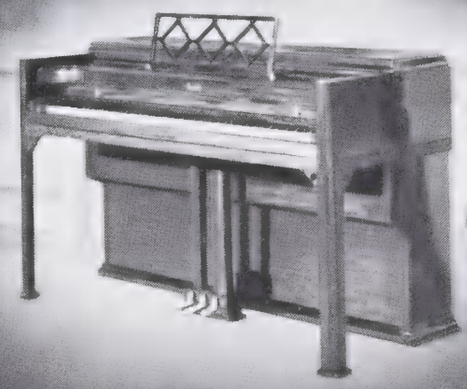
Reed furniture, accessories: Courtesy, Jack Cameron, Miami, Fla.



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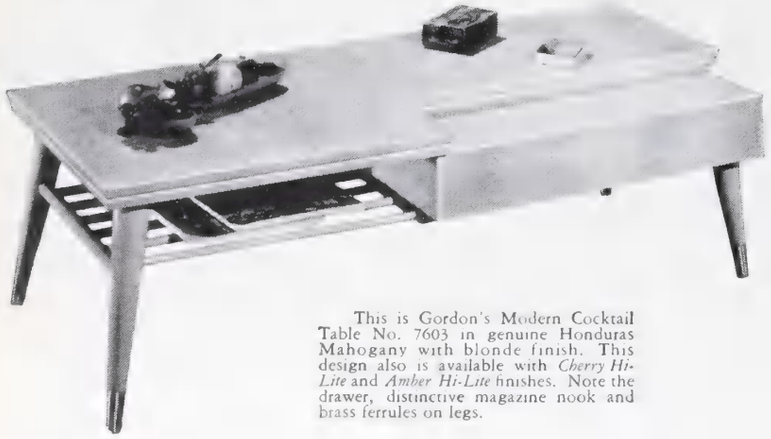
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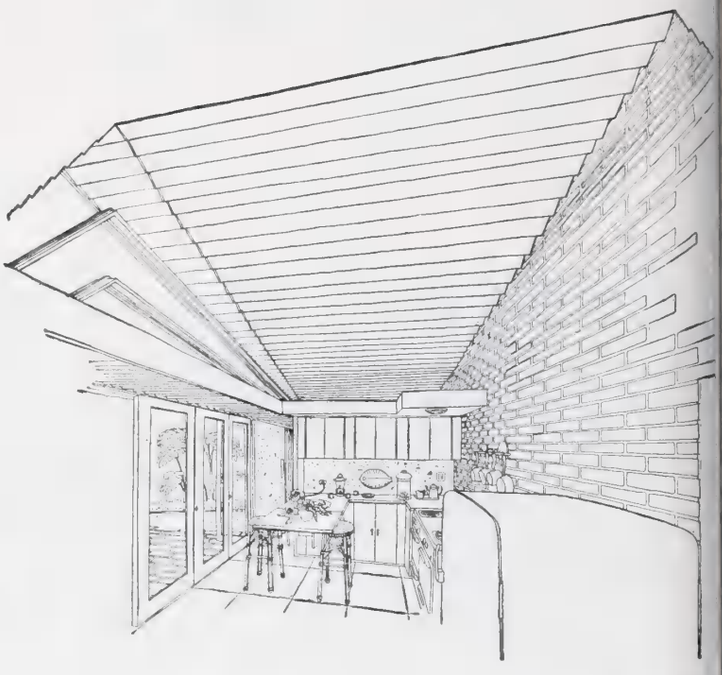


Gordon's, Inc. JOHNSON CITY, TENNESSEE

THIS HOUSE HAS A NEW SENSE OF SHELTE

CONTINUED FROM PAGE 132





The kitchen of the Goldate house has the same polish as the other rooms—the same glass doors to the garden, the same cypress and brick surfaces, the same glazed gable end. For all this beauty, it is compact and efficient, comfortably lighted and ventilated.

decisive role in the final design. How good the result is depends, of course, upon how the artist converts such limitations into assets.

The whole plan of the Goldate house pivots around two facts: (1) that they wanted every room in the house to have an intimate relation with the outdoors, but (2) at the same time wanted complete privacy for these rooms from the neighbors and from each other. Since it was the side of the lot which faced south, rather than the front or rear, this dictated a long stretched-o plan. And this in turn dictated t cypress fence along the lot line as guarantee of privacy.

Now contrary to what a lot of who've never lived there mig think, a climate like that of t Gulf Coast is not always benig For a room to enjoy really "cordi relations" with the garden outsi it, several things are mandato Glass areas should be openable f warm-weather ventilation and th must be completely screened. Th



The Goldates have used old French and Italian furniture in their dining room. And it goes well with the strong shapes of sloping cypress ceiling and horizontal light coves. This room, with glass doors on two sides, is set half in and half out of the little patio.

must be protected on the out- by wide eaves or overhangs— vider the better as a protection st hot sun and torrential rains. because of these self-same pours, any area to be really l for outdoor living must be ly paved.

you analyze the garden front e Goldate house, you will see the architect has met every one ese conditions. To win maxi- intimacy between patio and g and dining rooms, he has inated screen doors entirely nclosing the whole patio in a ned cage.

us everything is done to make sy for the Goldates to look at unge in this little private garden. But notice that it is also possible for them to exclude it when they so desire. This is the real freedom of choice that a well-integrated house and garden should give you—the freedom to use or not use either one when you feel like it.

The house proves another point: that domestic architecture can be positive without being arrogant. Certainly these rooms are strong and distinctive in form and material. Yet they have not imposed any restrictions upon what the owners could do in a decorative sense. On the contrary, they form a sort of glowing enclosure in which the Goldates could express their own

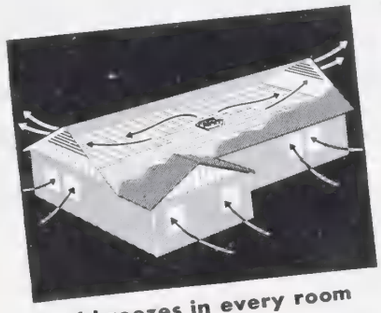
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Since heavy sudden rains are common throughout the year in New Orleans, covered access between car and front door is a matter of real importance. In this carport the problem is handled with simplicity and skill. Brick pier at left masks storage wall for garden tools.

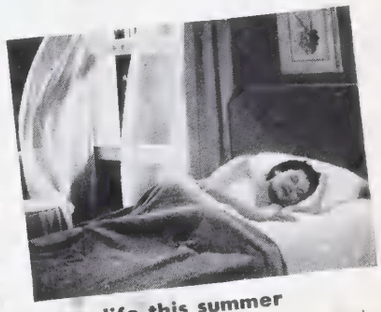
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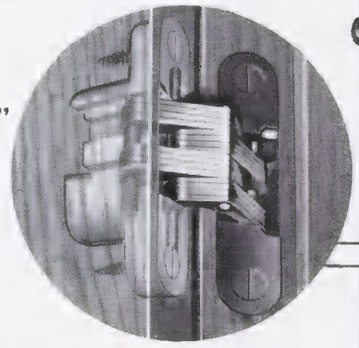
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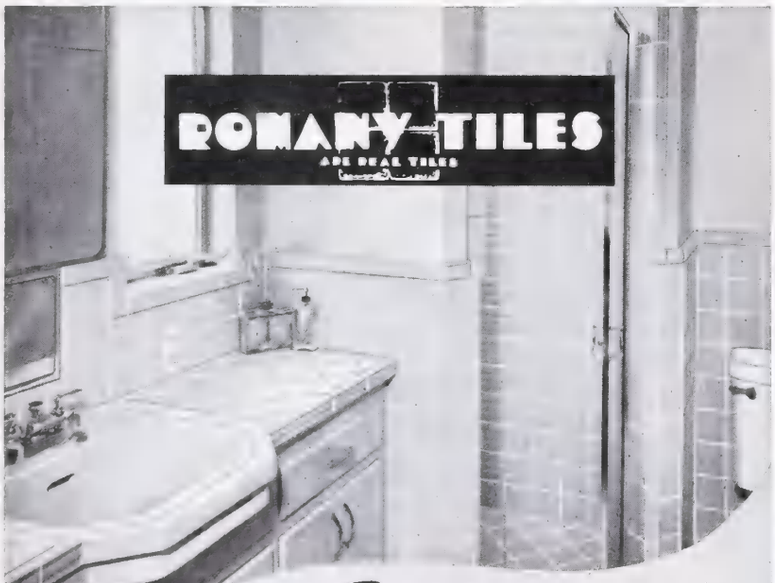
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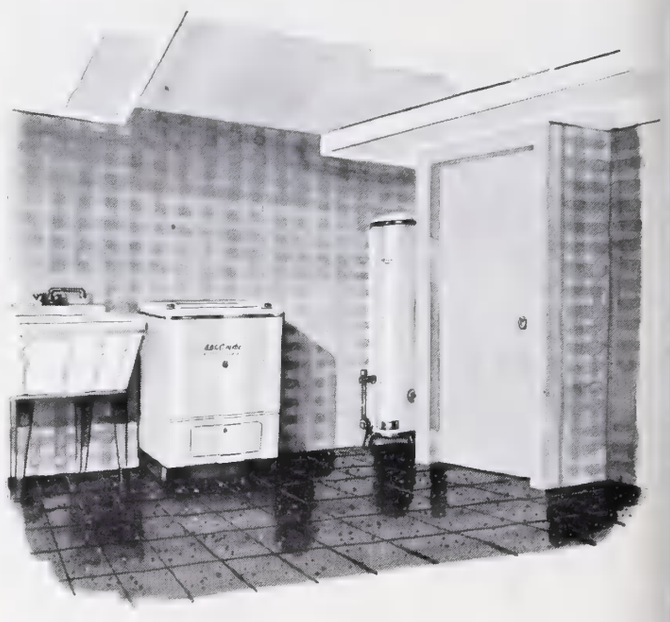
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THIS HOUSE HAS A NEW SENSE OF SHELTE

CONTINUED FROM PRECEDING PAGE



Utility room behind carport houses ABC automatic washer, laundry tray, water heater, and Burkay boiler for radiant heating system. Since basements are impractical in this region, the house floats on a monolithic concrete slab in which heating coils are embedded.

tastes. And this they have done in a most felicitous manner, using a free but confident mixture of new and old pieces. While their basic color scheme derives from the natural burlap, cypress, and pink brick of the structure, the accents are those of their own possessions. Their furniture is generally light in mass and small in scale. Thereby the Goldates have underlined the sense of spaciousness which marks the entire house.

CONSTRUCTION MATERIALS

Architect Ledner made the following specifications for the Goldate House:

Integral footings and floor slab: reinforced concrete.

Structure: Wood frame.

Exterior wall surfaces: Beveled 10" red Tidewater cypress weather boards on all exterior walls. Singer Lumber Co., New Orleans, La.

Interior wall surfaces: Untreated raw burlap. Manhattan Shrinking Co. New Orleans, La. Bathroom tile, custom made.

Roofing: Flintkote antique brown asphalt shingles over all pitched roof areas. The Flintkote Co., New York.

Flashing and metal work. Chase Brass & Copper Co. Inc., Waterbury, Conn.

Glass: 3/16" crystal sheet in windows, clerestories, and skylights. Libbey-Owens-Ford Glass Co., Toledo.

Screens: Aluminum throughout. R nolds Metals Co. Richmond, Va.

Doors: Wood sash, custom built.

Hardware: Brass piano hinges all exterior doors and windows, ca ment fasteners and sliding bolts on French doors, Stanley Works, N Britain, Conn. Cylindrical lock main entrance door, Schlage Lock C San Francisco, Calif. Ball latch-ty lock sets on all interior doors, Cl ton Co., Clinton, Iowa. Casement erators, H. S. Getty Co., Philadelph

Paint: Varnish on all exterior woo Kuhn Paints, Houston, Texas. Sta wax, natural, on all interior wo trim, Samuel Cabot, Inc., Bost Mass. Shellac over adhesive on burl wall surfaces, Miracle Adhesive Cor New York, N. Y.

Weatherstrip: National Guard Pr ucts, Nashville, Tenn.

Flooring finish: Integrally color cement finish with two coats of hea duty wax. S. C. Johnson & Son, In Racine, Wis.

Linoleum: Table and counter to in kitchen, bath, and powder ro and on kitchen floor, Congoleum-Nai Inc., Kearney, N. J.

Plumbing: All plumbing fixtur Crane Company, Chicago, Ill.

Heating: "Burkay" Boiler, A. Smith Corp., Milwaukee, Wis.

Ventilating: Attic fan. Robbins Myers, Inc., Springfield, Ohio.

Thermal insulation: Rock wool batts. Singer Lumber Co., New Orleans, La.

Sound insulation: ½" Celotex insulation board over all studs. The Celotex Corp., Chicago, Ill.

Lighting fixtures: Custom-made.

Electrical wiring: "Romex" nonmetallic cable. General Cable Co., New York, N. Y.

Millwork: All doors and windows used throughout house. Singer Lumber Co., New Orleans, La.

Kitchen cabinets: Custom-made.

Kitchen equipment: Double sink with "Kitchen Queen" stainless-steel counter-top. Crane Company, Chicago, Ill. Gas range and oven. George R. Roper Corp., Rockford, Ill. Refrigerator, General Electric Major Appliance Div., Louisville, Ky. Dishwasher, Hotpoint, Inc., Chicago, Ill. Fan, Pryne & Co., Pomona, California.

Laundry equipment: Laundry trays, Crane Co., Chicago, Ill. "ABC" washing machine, Altofer Bros. Co., East Peoria, Ill.

FURNISHINGS

Furniture: Bed, upholstered furniture in living room and master bedroom, custom made. Table and side chairs in dining room, antiques. Birch and fiber armchairs, House of Italian Handicrafts, Inc., New York. Square end tables, Harvey Probber, Inc., New York. Coffee table in living room, Dunbar Furniture Corp. of Indiana, Berne, Indiana. Night table in master bedroom, Baker Furniture, Inc., Grand Rapids, Mich.

Fabrics: Hand-loomed drapery and sofa fabric in living room, Haeckel Handweaves, Los Angeles, Calif. Draperies and bedspreads, custom made.

Paintings: By Walter Scott.

Terrace furniture: Van Keppel-Green, Inc., Beverly Hills, California, and John B. Salterini Co., Inc., New York, N. Y.

YOU ARE RICHER THAN YOU THINK

CONTINUED FROM PAGE 117

parts and quick-frozen variety meats, your turkey may have a dozen drumsticks, and no breast. Your chicken may be all breasts or wings. Tails, kidneys, hearts, brains, sweetbreads, and livers are in the super-market's bin, all cleaned, cut up, ready to use.

But most important is **freedom from the limitations of your own skill, experience and equipment.** You don't need six waffle irons for a party when you have quick-frozen waffles: an oven or a broiler suffices. Though you have never dared to tackle an angel cake, you'll be brave—and successful—with a mix. You'll not shy away from so-called "elaborate" sauces after you've found out how easy they are with a canned soup. You will dare to attempt a soufflé made from a packaged chocolate pudding. And as in the recipes on pages 117 and 165, you'll achieve not only sure-pop popovers and Yorkshire pudding, but also cream puffs, beignets, crêpes, blintzes, Swedish plåttar, and even the lordly croque-en-bouche from popover, pastry and pudding mixes.

The basic methods are the same as in classic cooking. The ingredients are the same, but the **manufacturer has not only saved you the bother of sifting and measuring, he has also given you confidence.**

Then why don't we make free with all our freedom? Why don't we enjoy it? Why doesn't our American cuisine reflect more widely and more vividly our great abundance?

Someone has said that we Americans are like a family that has always got along on very little. Suddenly we have Everything, but we keep on living pretty much as we always have. We are plagued by inertia and a lack of knowledge and appreciation of our resources.

Even more paralyzing are the prejudices of the "gourmet" about processed foods as against fresh (often many hours farther away from the fields where they grew). We are hindered by snobbishness about the American products as contrasted with foreign imports. Often we go for fancy labels and prices, though the most popular and popular-priced soups and chicken products, to cite examples, are provably better in basic quality and flavor.

Probably our most important drawback is a lack of imagination. Most of us have been afraid to let ourselves go sufficiently to become gourmets. Here the highly inventive manufacturer, the conscientious home economist, and even the bright, young folk at the advertising agencies are at fault too. In their eagerness to cater to the common-denominator, average taste of all kinds of people, they have allowed themselves to be outstripped by a large segment of their public who on their own, independently, are adapting, discovering, creating.



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SOLID Olsonite SEATS

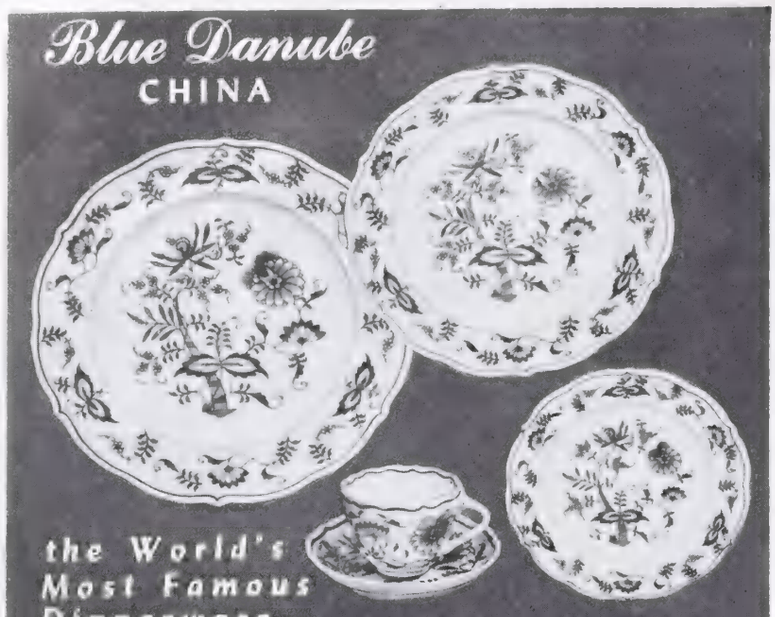
America's smartest homemakers choose solid Olsonite seats *for their beauty AND THEIR DURABILITY.* These attractive, smartly designed seats are available in 35 plain and pearlescent colors — colors that won't fade, can't wear away.

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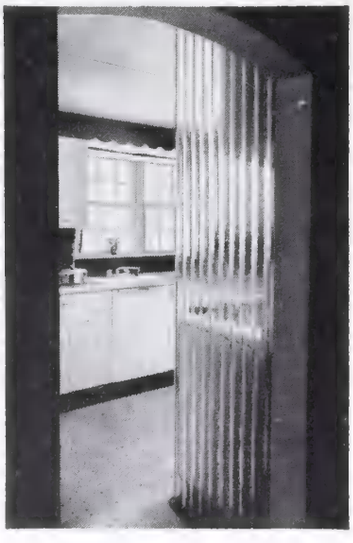
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THE HOUSE WITH AN INTERIOR

CONTINUED FROM PAGE 130

provision for those moments when, no matter how much we love our neighbors or our family, we want to crawl into a hole and "draw the hole in after us."

Before I came around to my friend's views, I spent a week in his tower as a guest. On this headland jutting out into the Pacific, the tower itself turned out to be an admirable form, but that is the least important part about this particular effort to create interior space. I emphasize this, for I should be reluctant to see towers mushrooming over the land in imitation of this precedent. The purpose of the tower was to achieve the maximum amount of privacy, while giving the occupants the fullest sense of sea and sky and stars, unbroken by any visible sign of man. On that particular spot for this particular family, the tower, with a children's wing curving around at the base to form a half-enclosed patio, was the perfect solution for both their active daily life together and their moments of withdrawal.

My friend's study at the top of his house was remote and inviolable. Below that was a pair of guest rooms, with a common bathroom and a tiny kitchenette. When anyone was ill this floor served as the infirmary and isolation ward. Actually the kitchen equipment did double duty. While making it possible to look after a patient with a minimum of running up and down stairs, it also released the guest from any polite compulsion to share the family breakfast.

THIS privacy, this freedom from social interruptions or demands, is an essential part of the design of the house with an interior, for it would be foolish to change the form except in answer to the need for a different daily ritual and routine. And while the children's wing is only a short flight of stairs from the parents' bedroom, the absence of windows on that side helps insulate the rooms against noise. Even in the early morning the children's play need not be hushed, while, by the same token, no wanton cry of delight in the midst of lovemaking has to be suppressed lest it reach the ears of the young. Contrasting this with the most recent horrors of esthetic rationalism, where half-open screens and even less soundproof curtains take the place of any kind of solid enclosure or noise-baffle, my respect for my friend's psychological insight was further confirmed.

AS FOR the more direct means of creating an interior, there was no feature in the design that is not an architectural commonplace. My friend's originality here had lain in his ability to avoid the obvious temptation to which his young architect might otherwise have succumbed, that of carrying the windows around the greater part of the circumference of the tower, so that the sun would stream in at every hour of the day, only to be shut out again by Venetian blinds and draperies because of the intolerable glare. Instead, the proportion of window to wall is roughly about two to three; so that each room, though amply ventilated and exposed to the direct rays of the sun, likewise has a pool of deep space, where the outdoors does not reach: unbroken walls, lined with books, or forming a solid background for pictures.

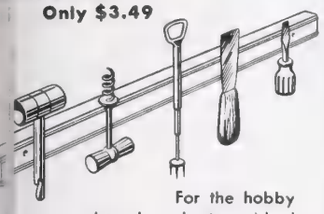
The values of contrast, of sunshine and shadow, light and darkness, solids and voids, are among the oldest pleasures of architectural form. By emphasizing the



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HB6

need for interior enclosure, my friend had restored that old esthetic balance; and here for the same reason were rooms, here was a house that did justice to every part of the human personality. In external treatment, if not in plan, it reminds one now of Frank Lloyd Wright's handsome round stone house at Pleasantville, N. Y.

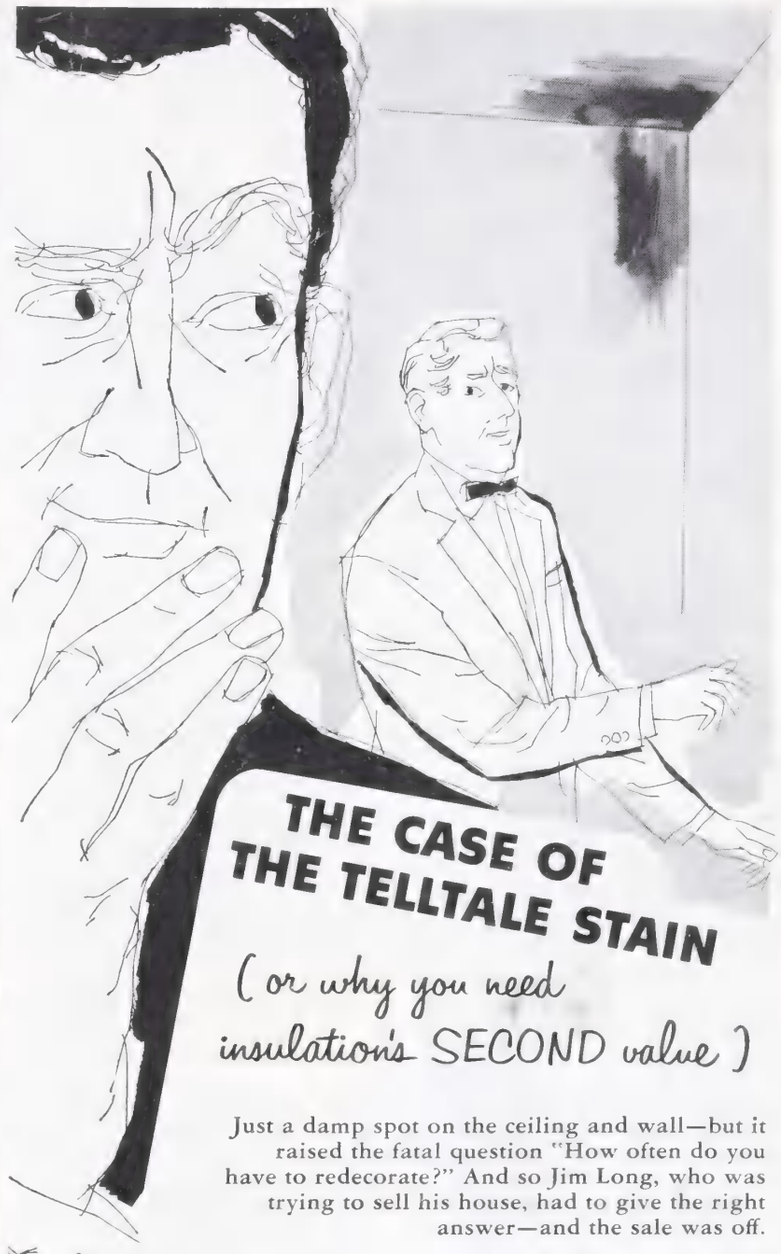
Strangely enough, after two generations of experiment, the dwelling house was back once more—though with many mechanical improvements—at the point where H. H. Richardson had left it in the eighties. The houses of Richardson and his contemporaries had some of this innerness, with many unexpected nooks and hiding places that gave delight to the children who lived in them.

BUT there has been no mistaking the steady push of popular taste during this whole period: the tendency toward openness, toward breaking down the difference between the exterior and the interior, toward transforming specialized rooms, once meanly chopped up and needlessly segregated, into one large undifferentiated block of public space.

Has not the open plan with its free-flowing space been the great American contribution to domestic architecture? Of course. The introduction of a big hall with a fireplace, serving as a living room, came in the eighties; and along with it came the folding door, often openings that had no doors, followed finally by great unbroken rooms in which every household occupation from eating to listening to music, from writing letters to entertaining callers or reading a book would be performed—often simultaneously—within the same room. Though Frank Lloyd Wright did not invent this kind of house, he was the first perhaps to give fully conscious architectural expression to what was already becoming a common habit.

After the architect had broken down the partitions that separated the various functions of the household, the next move was to break down the solid wall that separated indoors from outdoors. In the end, only a membrane of glass and a ceiling would divide the indoor space from the outdoor space. Thus the healthy American desire for informality and sociability, so poetically treated by Wright, had been turned by a kind of one-eyed logic into a justification for the kind of dwelling in which one is continually at the beck and call of

(*Please turn the page*)



THE CASE OF THE TELLTALE STAIN

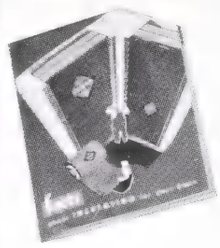
(or why you need insulation's SECOND value)

Just a damp spot on the ceiling and wall—but it raised the fatal question "How often do you have to redecorate?" And so Jim Long, who was trying to sell his house, had to give the right answer—and the sale was off.

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THE HOUSE WITH AN INTERIOR

CONTINUED FROM PRECEDING PAGE

the outside world and can never turn away from it even visually in order to call one's soul one's own. That innovation went along with the abolition of the cellar and the attic, so that even these primitive places of retreat could not be called upon in extremity. There were no hiding places from the new openness. Freedom was identified with exposure.

ALMOST half a century ago, on a prolonged visit to this country, Henry James shrewdly observed what was happening in our domestic architecture and voiced his own qualms about it. In retrospect, his diagnosis shows uncanny insight. He questioned "the universal custom of the house with almost no one of its indoor parts distinguishable from any other." Already he was aware of the "vagueness of separation between apartments, between hall and room, between one room and another, between the one you are in and the one you are not in, between the place of passage and the place of privacy." . . . "Thus," he went on to say, "we have the law fulfilled that every part of the house shall be, as nearly as may be, visible, visitable, penetrable, not only from every other part but from as many parts of as many other houses as possible."

The final result? "The indefinite extension of all spaces and the definite merging of all functions; the enlargement of every opening, the exaggeration of every passage, the substitution of gaping arches and far perspectives and resounding voids for enclosing walls, for practicable doors, for controllable windows, for all the rest of the essence of the room character, that room suggestion which is so indispensable not only to occupation and concentration, but to conversation itself."

Those observations of James's were so penetrating that they amount to prophecy, yet so timely that it hardly seems possible that they were written half a century ago. From the slim indications that were visible in the early nineteen hundreds, he intuitively grasped the way the whole fashion would develop. Though he felt that this tendency still had a long day before it, he also believed that there are many reasons why it should not be the last word of *any* social evolution. The social idea has, too inevitably, secrets in store, quite other constructive principles, qu other refinements on the idea intercourse. . . . It will be cert at a given moment, I think, head in a different direction a gether; though obviously ma other remarkable things, change ideal, of habit, of key will h to take place first.

The given moment has, I thi at last come, and the heading a different direction can alre be noted.

What was my friend's hou with its privacies, its inviolac its depth, its sense of enclosu and its invitation to turn from wide horizons of the Pacific to or own thoughts and feelings—w was this but a fulfillment of second part of Henry James's servation?

IN THE light of sound psychol ical criticism, the novelist's a the psychiatrist's, is there any r son why we should go on ident ing modern design with a pur extroverted and public approach the dwelling house, with openn and outgoingness and gregari sociability? All these mome have their place in the home, what of the need to be withdra and alone, without human int ruptions, to brood and reflect a daydream, without a television in front to direct one's dreams ward some public destination? modern nursery schools today will discover in the sunlit cla room little houses or dens, cha ing cubbyholes, into which a ch who has been over-excited by gr activities, or who just wants to f secure within, may retire to be himself. This need for a priv cubbyhole is as important as need for togetherness; so w shouldn't a modern house by very plan and organization respo to that personal requirement?

In order to achieve a house w an interior, a house that mainta the contrast between the inner a the outer, one need not aband any of the real gains in econo flexibility, easy housekeeping, t the open plan has brought in. the house have its spacious liv room, and above all a breakf nook completely open to the s at one with the landscape aro it, or at least open to the sky that landscape is not itself wo inviting indoors. Why indeed stead of the fixed glass show w dows that now mock the very i of openness—in any sense but visual one—should we not have proved French windows that fold back into the walls, or a chanically lifted window that

"The National's So Cute"



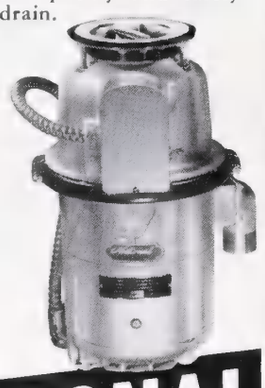
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sink into a basement and make the room, in fine weather, an open lanai, Hawaiian fashion, with no glass to shut off the day's freshness? (Harris Armstrong's simple device of a pulley and counterweights, which turns a boarded window into an open one shielded by a wide awning, offers another possibility.)

Let the open parts of the house, then, be honestly open. But why should such a house not also have rooms where the light is dim, unless someone wants to read; soundproof rooms through which the normal noises of the household will not penetrate; rooms perhaps with a simple signal on the door to ward off the intrusive knock if one does not wish to be disturbed?

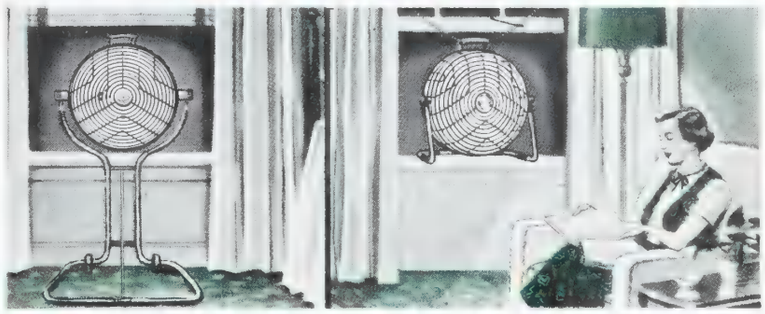
Where means are ample, why should there not be a walled library or a study in the very center of the house, lighted only from a skylight or clerestory, a room for intimate conversation as well as solitary reflection? By expressing the contrast between light and dark, public and private, sociable and contemplative, free space and enclosed space, both life and architecture would gain in every dimension.

Naturally the extreme extrovert, or at least the exhibitionist, might still want his glass shell. So, too, the neglected introvert might still hanker after a dark cavern, built as solidly as a pillbox, from which he would emerge only at night. But between those extremes stands the great body of men and women who are seeking to lead balanced lives, and who know that both sides of their personality must be nourished. They have need of a new kind of house, as different from the all-glass terrarium with its undifferentiated space as it is from the conventional boxed-in house of Renaissance or Georgian design.

THERE is no reason why we should allow our civilization to collapse in disorder, as the Queen of the Netherlands not so long ago reminded us, because our statesmen live too hurried and public lives to give themselves time to feel or to think. So there is no reason for any of us to undergo a private nervous breakdown before we follow the example of my friend the psychiatrist.

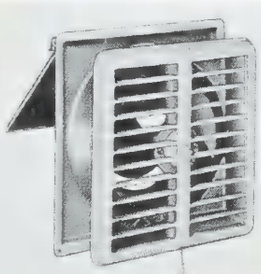
Houses with interiors will not remedy all our ills, but a balanced life begins at home, and if we begin to design houses that would encourage an inner life, that might be a symptom, at least, that we were headed in the right direction, toward balance and sanity.

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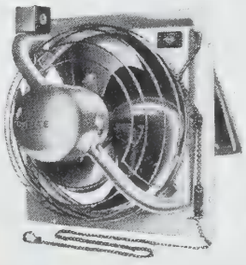
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CONTINUED FROM PAGE 106

often further alienates such intellectuals from the society in which they live. (The average person who seeks comfort in the evening after a day's labor is clearly not torn by this absurd conflict.) This odd assumption of two inaccurate alternatives, comfortism or civilization, is neatly refuted by Robert Strausz-Hupé in *The Zone of Indifference*, a remarkably important though overlooked work:

"The West has always experimented with gadgets," Dr. Strausz-Hupé writes "The idea of 'labor-saving' devices nagged Western minds long before the Industrial Revolution. The quest for the control of nature and the struggle against drudgery are as intrinsic to Western culture as are Chartres Cathedral and Leonardo's 'Last Supper.'

"Gadgets are good: the water closet, the dentist's drill, electric power that turns the dentist's drill have raised life not only above its brutish shortness in other ages, but also its dignity. That Keats was killed at the age of twenty-five by the state of hygiene and medicine of his time most decidedly did not enrich Western culture. In our times, his life expectancy would have been about the same as the Western average, and his productive expectancy perhaps no less than that of George Bernard Shaw.

"That large numbers of men can now gather together in tropical summers to listen to a Beethoven symphony without suffocating by their own stench is most decidedly not the refutation of culture by gadgetry.

"America's gadgets are not the last, but, here and now, the best hope of mankind—the appalling nonsense that is being written about the machine-made threat to culture notwithstanding. Our gadgets are not killing our culture; no culture ever succumbed to its utilitarian tools . . .

"To accept the thesis that man-made machine civilization is dragging us to our cultural grave is to accept another, perhaps the most pernicious doctrine of historic inevitability: man's irreversible descent onto the scrap heap . . . In its nastiest form this doctrine is a doctrine of reaction: the great mass of men should be denied the benefits they derive and can still derive from technical ingenuity—especially American—and thus be kept at the proper distance from the purlieus of the select . . .

"Our gadgets are innocent . . . When a man uses a standard blade of rustless steel to cut his throat we do not blame mass production. We infer that man's hold on life has slipped, not the blade."*

In blaming Western technology for their own malaise and sense of frustration, the International Stylists are thoroughly confusing the real problems of cultural crisis that are legitimately bothering us today. In fact, the International Style with its continued belittling of machine-products as "gadgetry" plays no small part in the major problem confronting us: the current attack on reason, an assault on the very structure of Western civilization—its technology.

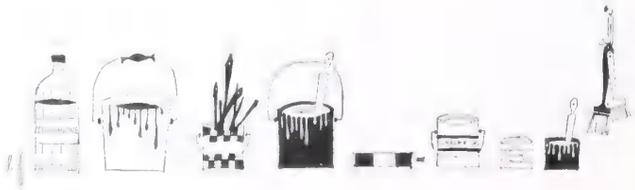
Is there any wonder, then, why we call it a threat to the Next America?

For this cult of the hair shirt has a curious appeal in the atmosphere of today's tensions. Many people, intellectual and wealthy, are wrongly ascribing their feelings of anxiety and emptiness to the machine, instead of to their failure to learn how to live in a 20th-century world and master its opportunities as well as its difficulties.

Some of them, sons and daughters of wealthy industrialists, seem to be repenting for their fathers' "guilt" in having made the money they are spending. They are running away from our traditional rationalism (call it common sense) toward a sort of Asiatic mysticism and asceticism. They are running so hard from the scientific optimism of the 19th Century that they have landed themselves in the Middle

(*Please turn to page* 226)

*Quoted by kind permission of G. P. Putnam's Sons, N. Y.



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•••••••••••• SEE OPPOSITE PAGE ••••••••

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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 96

. and your cruise, though luxu- s, takes less than 2 weeks out our busy life, with Friday sail- to fit it even better into a short tion. Its itinerary, too, is luxu- s in its novelty and variety: Curaçao in the Netherlands West es. La Guaira and Puerto Ca- o, Venezuela, and Cartagena, mbia. But it has the practical ntages of requiring no pass- s, and of eliminating that 15% sportation tax, so that the mini- n rate of $435 is actually just , and no more. And even this, hese truly posh ships, gets you utside cabin and private bath same as anyone else.

p to Shore

race Line's de luxe cruise itin- y, moreover, is every bit as ice in the summer as in the win- with only a few degrees varia- in climate. And in this part South America hayfever is un- wn. To make your cruise even e luxurious, you could take ad- age of those weekly sailings, spend at least one week ashore ween ships.

enezuela's capital city, Cara- for instance, is just over the tal mountains from the port of Guaira, with a new super- way about to reduce motoring between them to 15 minutes. acas is beautiful, spreads over ,000-foot valley floor where it's ays like spring. It is also 400 rs old, and accordingly rich in nish Colonial architecture, flow- parks, shady plazas, and in oddities as the custom of ning corners instead of streets. acas is where Simon Bolivar born, with results as important our sightseeing as they were to history of Venezuela.

ut the greatest attraction of acas these days is the rate at ch it is growing and changing. eady the Avenida Bolivar has n transformed into a four-level oughfare, including a subter- an expressway, two under- and garages, a terminal for 100 es. Along it are rising fast more the skyscrapers already char- ristic in Caracas, more smart ps, night clubs, and restaurants you to enjoy. By the time you ve, one more may have been ed to the list of fine hotels— six-million dollar Tamanaco, to open this fall. You'll like acas, because it is old, but even e, because it is new enough to r fine accommodations, plenty of diversion, and a great sense of being up and doing. And when you leave, you can return to the coast on the 160-mile highway through Maracuay and Valencia, meet your ship at Puerto Cabello, and resume the pleasant ways of luxury cruising. Thus you can extend your South American adventure, and still have one of the highlights of your trip still ahead—Cartagena, with its ancient walls, broad as highways, which were built to defend the new world colonies against pirates and buccaneers.

To tip or not to tip

In Europe tipping will be less bewildering if you heed this advice, passed on by on-the-spot representatives of the Pan American World Airways:

Do tip. In Europe tips are justly considered fair return for a service rendered, and most tip-ees really depend upon them to make ends meet. But tip in the coin of the realm. Ignore those who claim Europeans like nothing better than "a shiny new silver dollar." But to avoid the blunders that so often result from a misuse of local currencies, bone up with one of those currency converters you find on the dust jacket of some travel books, can buy for a quarter at your book store, or get free from Pan Am. How handy to know that a note which is marked 100 may actually be worth, in American money, only 16¢!

Once you know the money, tipping as you do at home may be overgenerous, but not too far off. More exactly, European waiters generally expect about 15%, taxi drivers about 12, washroom attendants and theatre ushers the local equivalent of 10¢. In hotels where a service charge is automatically added to your bill, extra personal services call for 10¢ to 20¢. Men's barbers usually expect about 10%, and between 10 and 15 is usual for that feminine hairdo. If you gamble and win, the croupier expects a few chips as tip. And to get a table, even in one of the better night spots, the equivalent of one American dollar is generous except in London, where a 10 shilling note, about $1.50, is nearer right. Always give a note, never coins, and back it up with a big smile, worth much in any currency.

The latest compact, take-it-with-you book on the subject is Richard Joseph's *World Wide Currency and*

(*Please turn the page*)



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THE CASE OF THE GOURMET WHO GOT A TIP FROM HIS WAITER



Once there was a gourmet named Gusto who went overboard for fabulous food. His taste buds had taste buds. He set the best table in town. But his guest list dwindled like a bridegroom's courage. Seems nobody could stand Gusto's cocktails. One day, Gusto sat alone in his favorite restaurant, sadly sipping a Manhattan. "Why can't I make wonderful cocktails like this?" he blubbered. "I use expensive liquor. I use exact measurements. Wha' happens?" The waiter took pity on Gusto. "Courage and Cinzano, Sir," he said. "The truth is vermouth is all-important. Our bartenders use Cinzano. Take a tip. Buy Cinzano. It will restore your confidence, your cocktails and your guests." So Gusto did, and, sure enough, soon more people were drinking with Gusto than you could shake a cocktail at.

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IT'S A WONDERFUL TOY . . IT'S IDEAL

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

Tipping Guide. It's slim, 3" x 4½", and tough-covered so you can easily carry in handbag or pocket the financial facts of 88 countries. Costs $1. Doubleday & Co. publish it. Incidentally, it makes a fine bon voyage gift.

Trips to take

Banff, Lake Louise, and the Yoho Valley in the Canadian Rockies, yours on one of the four family-planned, all-expense packages wrapped up by the Canadian Pacific Railroad. All four start either at Banff, if you are westbound, or Field, British Columbia, for those going east. Two-, four-, and six-day Playground Tours, mid-June to mid-September, center at the Banff Springs Hotel, with side trips around Banff, to Lake Louise, Moraine Lake, and, between Banff and Field, through Kicking Horse Pass, along the Yoho Valley, and to Emerald Lake. The four-day Emerald Lake Chalet Tour includes an overnight stop at Chateau Lake Louise. Prices, from $45 for two days, to $102.50 for four days, two in a room.

The North Woods and the Great Lakes, both on an eight-day all-expense tour engineered by the North Western Railroad from Chicago. By train to Ely, Minnesota, by motor coach and launch to the Basswood Lodge for three days in the Quetico-Superior National Forest, back to Duluth to board the S. S. South American for Sault Ste. Marie, Detroit, Buffalo, and Cleveland, with sight-seeing at each, and from Cleveland back to Chicago on the New York Central. From $175 for one in a lower berth.

Indian Summer on the Caribbean aboard Cunard's famous cruise liner Caronia, which sails September 25 on a 15-day autumn Seabreeze Cruise to Port au Prince, Cristobal, Curaçao, La Guaira in Venezuela, Kingston, and Havana. Rates from $325.

New England by plane and auto, just one of many happy holidays packaged by the Eastern Airlines. It provides a new Ford, Chevrolet, or Plymouth for you to drive, and enough gas, oil, and accommodations to see you through 700 miles of Massachusetts, Vermont, Maine, and New Hampshire. Costs as little as $64.50 per person, plus, of course, air fare between your home town and Boston.

Down the Mississippi, Cincin to New Orleans. Greene Line's day cruises on the de luxe boat "Delta Queen" leave Sep ber 12 and October 3. From for a room on the cabin deck, the boat is your hotel durin three-day stay in New Orleans.

California, so variously packag Among 1953's popular priced p ages, Cook's 14-day trip from cago via reclining seat streamli Santa Fe's "Grand Canyon" way, Union Pacific's "City of Francisco" the other. This ye tour is good for Grand Can Albuquerque, Yosemite, Los geles, Hollywood, and San F cisco, adds for the first time overnight stop at Riverside's gant Mission Inn, with time f swim in the palm-ringed p From $252.

How gay the 90's!

Like most of the towns so cl set along the New England c Newport, Rhode Island, has share of houses which are l marks, at least 400 of them before 1800, and even one d 1675. But one of the chief sight Newport today is a house whic not old at all, as time goes in England.

The Breakers was built by nelius Vanderbilt in the 1890's its way, it is surely as significan its elders, for it was undoubt the lushest of the many lush s mer mansions erected when N port was the social summer cap of the country. It is a 70-room lication of a 16th-century Ita palace, containing so lavish a lection of imported marbles, woods, fine mosaics, and such abundance of painted ceil wrought metal, fine carving, tal, and gilt, that it would take to examine and appreciate each tail. The two-story stables nea are today a museum of anti vehicles, but once provided acc modations for 12 grooms beside head coachman in his own room apartment, and for 30 hor Even the playhouse in which seven Vanderbilt children undo edly had fun is a super-cott with a fireplace, a complete ki en, and carved figures from D folklore supporting the porch r All this may not be your idea how to relax at a summer res But it will give you unique insi into a lavish period in Ameri life, which once had a powerful



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fluence on our national standards of good taste. Newport today, still one of our leading family resorts, offers its visitors excellent accommodations, if they *are* on a less gilt-edge scale.

Of ski jumps and roses

The greatest single ado about roses in this country is Portland, Oregon's 45-year-old Rose Festival. And the City of Roses has found ways of diversifying its annual festival, even to including some January-in-June skiing events. This year's Festival, June 10-14, opens conventionally enough, with the selection and crowning of a Queen. Its traditional highlight, the Grand Floral Parade, some 50 floats flower-decorated to the theme, Holidays in Flowers, comes this year on Friday morning, June 12.

On both June 11 and 12, the Portland Rose Society holds its Rose Show for hobbyist growers, and Portland postal employees simultaneously give more distant hobbyists a chance to compete with their own Airmail Rose Show. There will be public and private tours of Portland's many rose-rich gardens, marine events on the Willamette River, street dancing, the customary "knighting" of distinguished visitors. In addition, Portland will repeat this year, on the nights of June 11 and 12, the International Champion Ski jumping competitions introduced in 1951, in the mammoth Multnomah Civic Stadium, on the largest man-made jumping hill ever built. The Festival will close on June 14 with the traditional Golden Rose Ski Tournament, last major ski race held in the country each year, and a thrilling Sunday afternoon's spectacle on the slopes of Mt. Hood.

Leaving home?

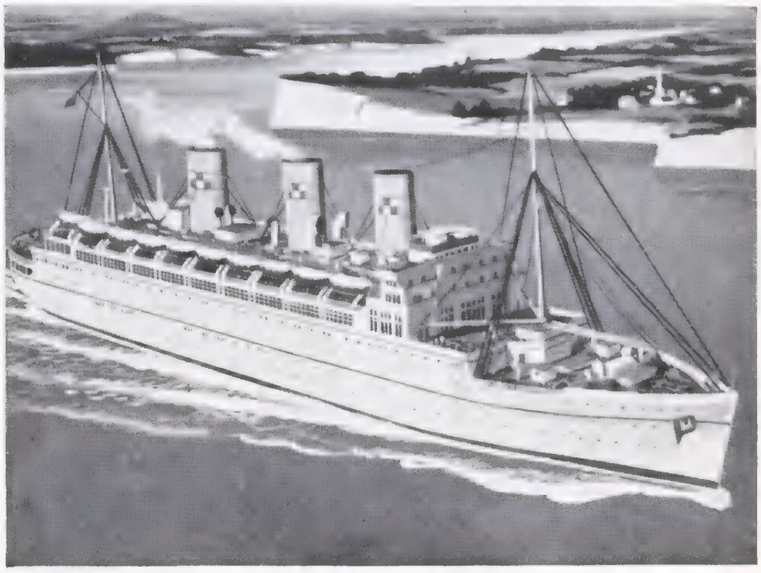
You'll like it better if, lying on some wave-lapped beach, gazing far from some frosty mountain top, you can relax in the confidence of a trip that was well begun. Of course you'll turn off the water, gas, electricity, set the refrigerator. Naturally you will notify the Post Office, milkman, newspaper boy, scavenger, water the lawn, make arrangements for contact in case of emergency. But—will you remember to cancel appointments coming up while you're away? Have you asked the telephone company about vacation rates and services? When did you last check your automobile insurance and the date on your driver's license? And have you paid up all utility bills, so you'll still have service when you get back?

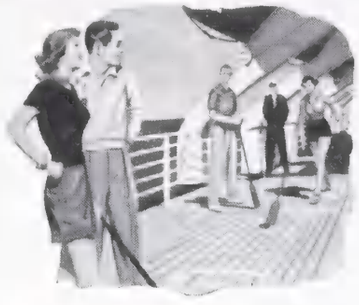


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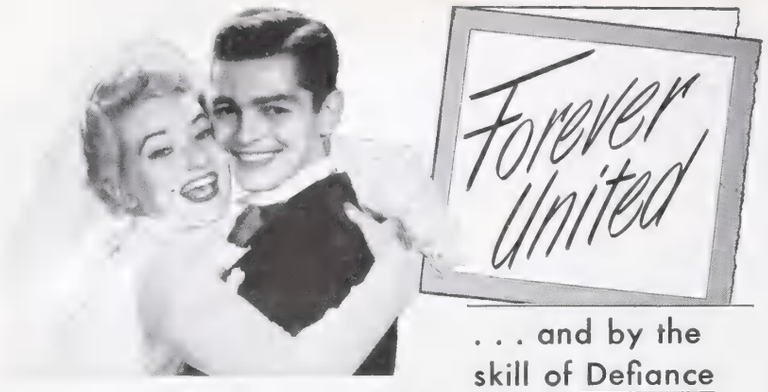


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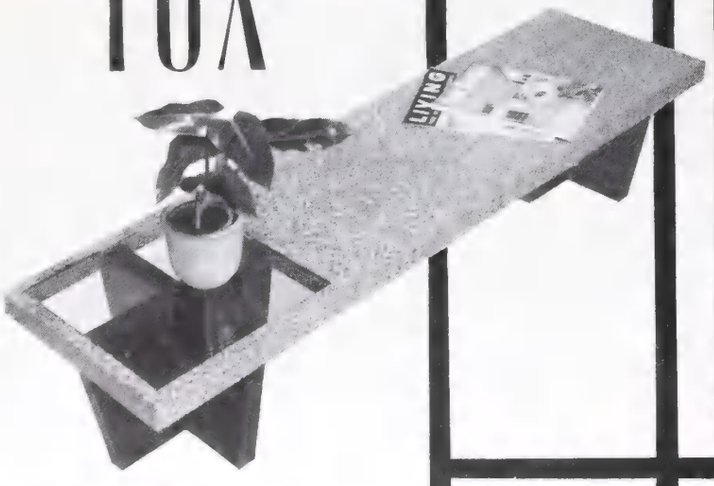
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A BEACH HOUSE FOR YEAR-ROUND LIVING

CONTINUED FROM PAGE 147

Until now the main reason why vacation houses have seldom been satisfactory for year-round use is that they have offered little in the way of outlook or recreation for the other seasons. A landscape which is ravishing in June may be unbearably bleak in January. An exposure which is ideal for winter may be wretched for summer. Consequently, any satisfactory year-round "vacation" house must have more than one face, one focus of interest. It must give you seasonal choice, not only of landscape *to look at* but—to the extent your climate permits—of outdoor areas *to live in*.

The Chatain house does this admirably. As you can see from the pictures on this page, the patio, which was designed by landscape architect Richard M. Beeson, already offers a pleasant alternate to the beach. And the planting, which is quite new, will soon have a subtropical luxuriance. Thus the Chatains will never be "pinned down" to one view, one exposure, one outdoor living area. They will have a free choice of sun or shade, breeze or calm, white beach or green garden. Together with the amenities of the house itself, they will get year-round dividends on a seasonal investment.

The following materials and equipment for the Chatain house were specified by architect Henry Eggers and his associate, Walter W. Wilkman:

CONSTRUCTION MATERIALS

Foundations: "Pumi-Blok" concrete block in retaining wall of lower story of house, The Pumi-Blok Co., Santa Ana, Calif. "Redi-Mix" concrete for all other footings, slab, and paving, Laguna Beach Ready Mixed Concrete Co., Laguna Beach, Calif.

Structure: Wood frame with exposed beams and floor joists.

Exterior wall surfaces: Red cedar shingles on all exterior walls, Rossman Mill & Lumber Co., Long Beach, Calif. Exterior plywood, Douglas Fir, United States Plywood Corp., New York, N. Y.

Interior wall surfaces: "Permalite" plaster, Great Lakes Carbon Corp., Perlite Division, New York. Wood shingles in living room of red cedar. Vertical boarding of rough-sawn, clear, all-heart redwood, Rossman Mill & Lumber Co., Long Beach, Calif. Redwood plywood, United States Plywood Corp., New York. "Hermosa" tile in bathroom, Gladding, McBean & Co., Los Angeles, Calif.

Roofing: Tar and gravel roof, Charles G. Hardy Co., Paramount, Calif.

Flashing and Metal Work: 26-gauge galvanized iron, Laguna Beach

(*Please turn to page* 200)



Looking across patio from house, you can see how the architect has used garage to screen living quarters from a busy, noisy ocean-front highway. Entrance stairs at left lead up to street. Open to south (left) and closed on all other three sides, patio is quiet, private, sunny, and wind-free.



hen is small, com- yet it incorporates thing needed for ious living. For a ness woman who to cook but who ts to minimize h-up, it's just right.

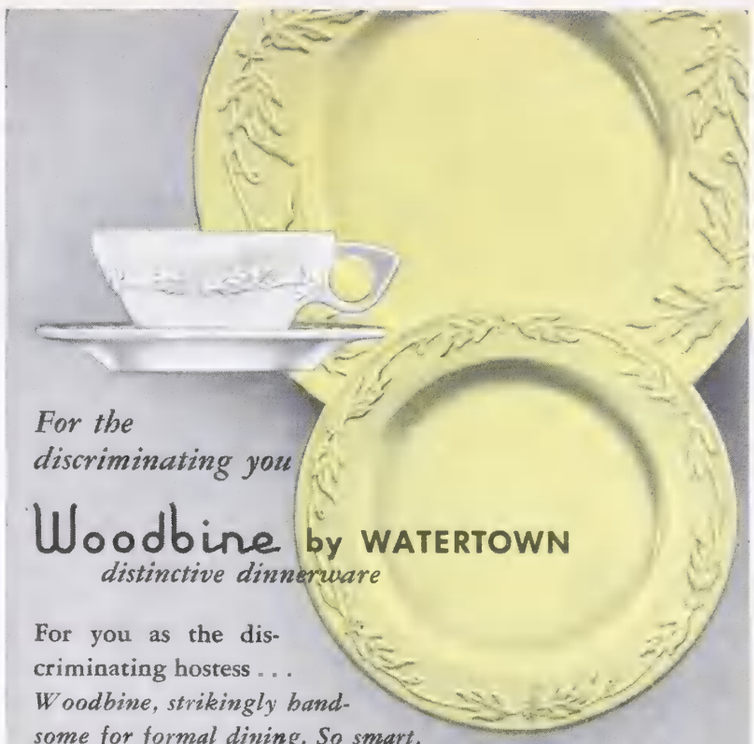


rcoal grill sits on own hob in fire- e, thus permitting ecues whether or the log fire is burn- A big raised brick th across chimney s cooking space.

PHOTOGRAPHS BY MAYNARD PARKER



n in Southern California cool winds off ocean in winter or hot afternoon sun in summer can make ocean front undesirable. At h times, patio offers alternative outdoor space good for dining ce food can be served directly through kitchen window at right.



For the discriminating you

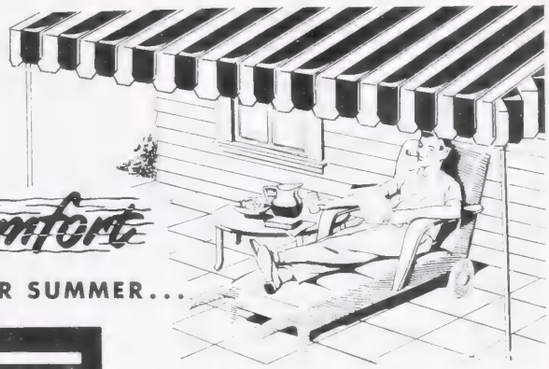
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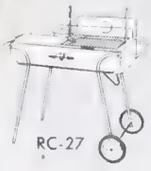
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A BEACH HOUSE FOR YEAR-ROUND LIVING

CONTINUED FROM PAGE 198

Sheet Metal Co., Laguna Beach, California.

Windows: Ponderosa Pine sash, Rossman Mill & Lumber Co., Long Beach, California.

Glass: Polished plate and double-strength glass, Pittsburgh Plate Glass Co., Pittsburgh, Pa. "Factrolite" obscure glass in stair-hall and shower doors, Mississippi Glass Co., St. Louis, Mo. Putty, "Elastic Putty," W. P. Fuller & Co., San Francisco, Calif.

Screens: "Lumite" screens, Lumite Division, Chicopee Mfg. Corp., New York.

Doors: Sliding doors of Ponderosa Pine, Rossman Mill & Lumber Co., Long Beach, Calif. "Rezo" flush doors, interior and exterior, Paine Lumber Co., Oshkosh, Wis.

Door Hardware: Interior and exterior door hardware, Schlage Lock Co., San Francisco, Calif. Garage door hardware, Stanley Works, New Britain, Conn.

Paint: W. P. Fuller & Co., San Francisco, Calif., and Old Colony Paint Co., Los Angeles, Calif.

Weatherstrip: Felt stripping applied on job to bottom rail of sliding doors.

Flooring: "Expanko" Danish cork in living-dining room and kitchen, Zacho, Inc., Los Angeles, Calif. Asphalt tile and linoleum, Armstrong Cork Co., Lancaster, Pa. Exposed-aggregate concrete on terrace and two bedrooms, "Redi-Mix," Laguna Beach Ready Mixed Concrete Co., Laguna Beach, Calif.

Hardware: Casework hardware, Billheimer & Walker, Pasadena, Calif. Bathroom fixtures, Hall-Mack Co., Los Angeles, Calif. Medicine cabinet, Downey Shower Door Co., Downey, Calif.

Plumbing: All plumbing fixtures, American Radiator & Standard Sanitary Corp., Pittsburgh, Pa.

Heating: Forced air system with "Lennox" heating unit, The Lennox Furnace Co., Marshalltown, Iowa. "Thermador" bath heaters, Thermador Electrical Mfg. Co., Los Angeles, Calif. Water heaters, Rheem Mfg. Co., New York, N. Y.

Ventilating: "Pryne" kitchen fan, Pryne & Co., Inc., Pomana, Calif.

Lighting: "Pryne" recess fixtures in kitchen, Pryne & Co., Inc., Pomona, Calif.

Electrical wiring: "Romex," General Cable Co., New York.

Millwork: Custom built.

Kitchen equipment: Kitchen range, refrigerator and electric sink with dishwasher and disposal unit, H point, Inc., Chicago, Ill. "Formic kitchen counters, The Formica Co pany, Cincinnati, Ohio.

Laundry equipment: Automat washer, Hotpoint, Inc., Chicago, Ill.

FURNISHINGS

Living-dining room: All furnitu custom-made and designed by Ever Sebring, Pasadena, Calif.

Fabric: Drapery fabric, hand-wov linen, Menlo Textiles, Menlo Pa California.

Rug: Hand-tufted rug, Joseph Blu field, Hollywood, Calif.

Lamps: Hanging lamp over sta with LeKlint shades, Everett Sebrin Pasadena, Calif. Table lamps, n to sofa, antique tea canister bas Hanging lamp over dining tab "Realite," Ledlin Lighting, Inc., N York.

Wall covering: Philippine Visay cloth.

Accessories: "Far East" wine coo planter in living room, Baker Fur ture, Inc., Grand Rapids, Mi Framed prints, imported from Muni Germany.

Fireplace equipment: Barbec grill, Hawk House, Los Angeles, Cal Fireplace tools and log cradle, F more Associates, Pacific Palisad Calif. Brass coal bucket, scoop, a stirrup shoes, antiques.

MASTER BEDROOM

Furniture: Bed headboard, custo made. Bedspring and mattress, Baile Schmitz Co., Los Angeles, Calif. B frames, Harvard Mfg. Co., Clevela Ohio. Night table, desk, and de chair, designed and custom-made Everett Sebring, Pasadena, Cal Teakwood table by armchair, Antiq Chinese. Chair on deck, Pacific Ir Products, Los Angeles, Calif. A chairs and ottomans, custom-made.

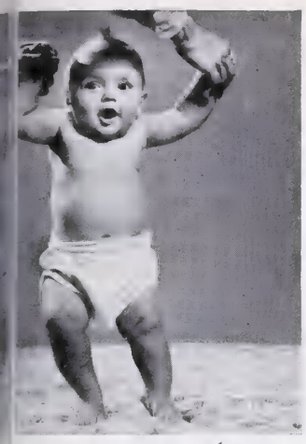
Fabric: Bedspreads of quilted lin dyed to match shadow print in wa paper, custom-made. Fabric on ar chairs and ottomans, Boris Kr Fabrics, Inc., New York. Raw s fabric on desk chair, Scalamand Silks, Inc., New York.

Lamps: Chairside lamp, Palmer Hargrave. Bedside lamp, custom-ma Bird lamp base, Modes of the Mome

Carpeting: "Tuf-Loc" cotton bro loom, Oriental Rug Cushion Co., L Angeles, Calif.

Blinds: Plantation shutters, Devere Products Co., Santa Monica, Calif.

Wallpaper: "Sultana" pattern fr "Eastward Flight" collection design



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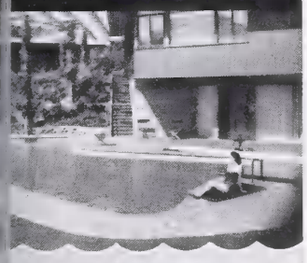


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GUEST BEDROOM

Furniture: Beds, box springs and mattresses, Bailey-Schmitz Co., Los Angeles, Calif. Night table and chest designed and custom-made by Everett Sebring, Pasadena, Calif. Imported Danish armchair designed by Hans Wegner, Zacho, Inc., Los Angeles, Calif.

Fabric: Bedspreads of quilted Peruvian linen. Drapery fabric of European walnut wood reed, Tropicraft, San Francisco, Calif.

Rug: Hand-tufted by Jack Moss.

Wallpaper: "Tree of Wisdom" and matching "Antique Block" pattern from "Eastward Flight" collection designed by Virginia Hamill, C. W. Stockwell Co., Los Angeles, Calif.

SON'S BEDROOM

Furniture: Bed, box spring, and mattress, Bailey-Schmitz Co., Los Angeles, Calif. Teakwood table, Antique Chinese. Armchair and ottomans, The Widdicomb Furn. Co., Grand Rapids, Mich. Chairs on deck, Ralph Elliott Co., Los Angeles, Calif.

Fabric: Bedspread fabric and pillows of Peruvian linen. Woodslat draperies of European walnut wood reed. Tropicraft, San Francisco.

Rug: Hand-tufted, Joseph Blumfield, Hollywood, Calif.

Wallpaper: "Sahara" pattern from "Eastward Flight" collection designed by Virginia Hamill, C. W. Stockwell Co., Los Angeles, Calif.

TERRACE

Furniture: Tables and chairs "Thin Line," Ralph Elliott Co., Los Angeles, Calif.

Fabric: Vicrtex, a textured vinyl-coated fabric on chairs. L. E. Carpenter & Co., Inc., New York.

Accessories: China, Gladding, McBean & Co., Los Angeles, Calif. Flatware, imported Danish steel, "Patria" pattern, designed by Carl Cohr, Zacho, Inc., Los Angeles, California. Food steamer on serving table, courtesy of Bazar Français, New York.

KITCHEN

Electric mixer: "Mixmaster," Sunbeam Corp., Chicago, Illinois.

Stool: Chinese.





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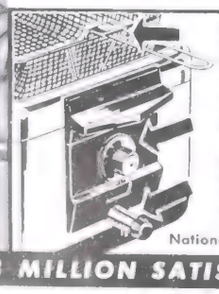
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By Charlotte Conway



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DRAWINGS BY KELLY OESCHLI

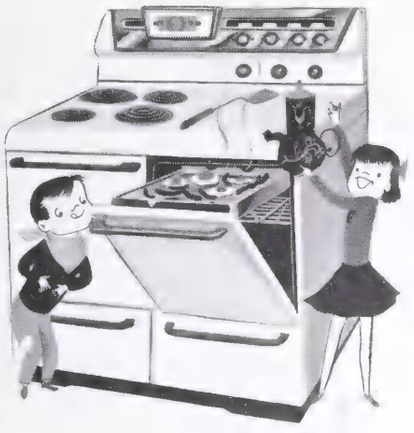
When there are two cooks in one family, watch out for bad interference! There won't be any, or any arguments either, if you install two separate counter cooking units, at a safe distance from each other. Each unit has two gas burners. Then you can install oven and broiler in the wall, anywhere that seems convenient. These separate modular units, made by Roper, open up limitless ideas for kitchen arrangement. With them you can save space, get more work surface, and have it just where it is most convenient for you.



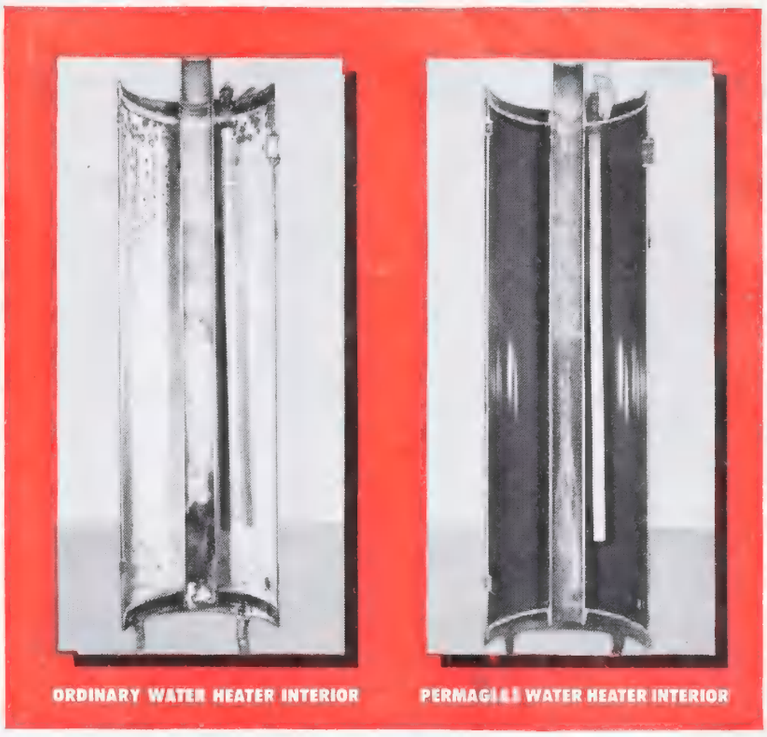
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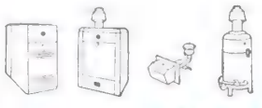
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A HOUSE FOR THE FAMILY WITH $7,000 A YEAR

CONTINUED FROM PAGE 138

Thus every building dollar went to provide positive value; nothing was wasted on non-essentials. In addition, this house, along with some 20 variations of it, was specifically designed to take advantage of economies possible when several houses are built at once. Modular framing was based on the 4-foot width of standard aluminum sliding window sash. Because framing and construction details were identical for all the houses, it was possible to arrange for considerable pre-assembly of trusses and wall panels on the site.

The builders were also able to save money on the perimeter heating system through the use of standardized concrete ducts specially designed for the project, instead of the more common metal ducts. And economies in site preparation were achieved by selecting the most suitable of the 20 variations for each site, rather than changing the site to fit the house.

Following is a list of the construction materials that contributed to the sound value of this ready-built house:

CONSTRUCTION

Foundation footings and slab: Concrete.

Masonry: Brick veneer on cinder block, Cherrydale Block Co., Arlington, Virginia.

Structure: Wood frame.

Chemical treatments: Stain on exterior siding, Samuel Cabot, Inc., Boston, Mass.

Exterior wall surfaces: Tongue-and-groove V-joint cypress for siding; flush fir for panels.

Interior wall surfaces: Partly white pine paneling and partly "Sheetrock," U.S. Gypsum Co., Chicago, Ill. Ceramic tile in bathroom, Mosaic Tile Co., Zanesville, Ohio.

Roofing: 4-ply built-up roof surface with crushed white coral.

Flashing, Termite Shield: 3-oz. copper backed "Sisalkraft," The Sisalkraft Co., Chicago, Ill.

Metal work: Gravel stop; gutter and downspouts of galvanized sheet, painted; cast metal hangers and straps.

Windows: "Alwintite" sliding aluminum windows, Alwintite Div., General Bronze Corp., Garden City, N. Y.

Glass: Quarter-inch polished plate in fixed windows.

Doors: All flush panel doors. "Ratox" screen between living room and dining room, Mileham and King, Inc., Washington, D.C.

Hardware: "Rite-Lok" for sliding doors, Adams-Rite Mfg. Co., Glendale, Calif. Drapery hardware for all windows, Grant Pulley & Hardware Co., Flushing, N. Y. Other hardware thoughout house, Schlage Lock Co., San Francisco, Calif.

Paint: Three coats of white paint on all exterior trim and interior flat paint, custom mixed. Interior paneling finished in "Satinlac," United States Plywood Corp., New York.

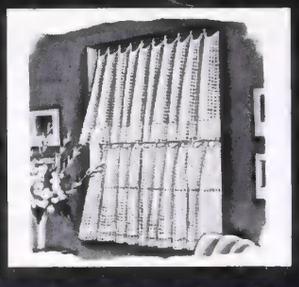
Weatherstrip: Reese Metal Weatherstrip Co., Minneapolis, Minn.

Finish flooring: "Kentile" asphalt tile, Kentile, Inc., New York.

Plumbing: Copper piping. Fixtures, American Radiator & Standard Sanitary Corp., Pittsburgh, Pa.

Heating: Perimeter radiant system. "Moncrief" gas-fired, counter-flow furnace, The Henry Furnace Co., Medina, Ohio. Thermostat, Minneapolis-Honeywell Regulator Co., Minneapolis, Minn. Water heater, Rheem Mfg. Co., New York. Fireplace damper, The Donley Bros. Co., Cleveland, Ohio.

Thermal Insulation: Sidewall, 4" "Fiberglas" batts. Roof, 1½" "Fiberglas" insulation over felt and wood planking. Slab, 1" "Fiberglas" slab insulation at side walls, Owens-Corn-



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ing Fiberglas Corporation, Toledo, O.

Lighting: Exterior lighting fixtures, custom-made. Kitchen fixture, Lightolier, Inc., Jersey City, N. J. Wall brackets, Spear Lighting Co., Brooklyn, N. Y.

Millwork: Closet fronts, prefabricated sliding units, wood base kitchen cabinets with Formica and maple tops, and wall cabinets, Milo Products Corp., Harrisburg, Pa. Formica by The Formica Co., Cincinnati, Ohio.

Kitchen equipment: Refrigerator, Westinghouse Electric Corp., Pittsburgh, Pa. Gas range, Wel-Bilt Products Co., Memphis, Tenn. Double sink, Briggs Mfg. Co., Detroit, Mich. Garbage disposer, In-Sink-Erator Mfg. Co., Racine, Wisc. Fan, Victor Electric Products, Inc., Cincinnati, Ohio.

Landscape materials: McMillen Nurseries, Annandale, Virginia.

FURNISHINGS

Living-Dining Room

Furniture: Birch desk, coffee table, dining table, and dining chair, designed by Paul McCobb, Winchendon Furniture Co., Winchendon, Mass., courtesy of Peerless Modern House, Washington, D.C. Sofa designed by Paul McCobb, Custom Craft, Inc., Chicago, Ill., courtesy of Peerless Modern House, Washington, D.C. Birch-framed desk-chair designed by Charles Eames, Herman Miller Furn. Co., Zeeland, Mich. courtesy of Modern Design, Inc., Washington, D.C. Windsor antique pine chair and Boston rocker, courtesy of The Early American Shop, Washington, D.C. "Dux" Swedish upholstered armchair designed by Folke Arnstrom, and dining cart, Swedish Modern, Inc., New York, courtesy of Modern Design, Inc., Washington, D.C. Radio-phonograph & TV combination, Customcraft Radio & Television Co., Inc., Washington, D.C.

Lamps: Raymor desk lamp, Richards-Morganthau & Co., New York. Floor lamp, Kurt Versen Lamps, Inc., Englewood, N. J. Hanging lamp over dining table with "Le Klint" shade, courtesy of Bonniers, New York. Table lamp, Lam Workshop, Inc., Brookline, Mass.

Accessories: Fireplace equipment designed by George Nelson, Howard Miller Clock Co., Zeeland, Mich. Shelf brackets and standards, Knape & Vogt Mfg. Co., Grand Rapids, Mich. Custom-made rag rug, courtesy of The Early American Shop, Washington, D.C. Woven basket, Fred Leighton, Washington, D.C.

Art: Reproduction of "Harvest" by Peter Brueghel, above couch in living room. "The Wave," watercolor, by Robert F. Gates, above Radio-TV phonograph cabinet in living room. Both, courtesy of Whyte Bookshop & Gallery, Inc., Washington, D.C.

Table accessories: Swedish stainless steel flatware, Gense Import Ltd., New York. Imported Schoenwald porcelain, Italian Murano decanter, German Gral crystal. "Royal Holland" pewter pitcher, Foreign Advisory Service Corporation, Princess Anne, Maryland. All courtesy of Modern Design, Inc., Washington, D.C.

TERRACE

Furniture: Sun cot, Ralph Elliott Co., Los Angeles, Calif., and two "hammock" chairs, all, courtesy of Modern Design, Inc., Washington, D.C. Bench designed by Paul McCobb, Winchendon Furniture Co., Winchendon, Mass.

Accessories: Imported Schoenwald porcelain on bench, courtesy of Modern Design, Inc., Washington, D.C.



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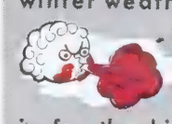


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Before you put 'em up you patch the worn ones and replace those that are badly beat-up. Then you paint 'em to ward off rust. In a few months you take 'em down so winter weather won't ruin 'em.



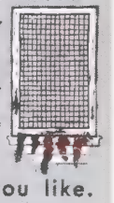


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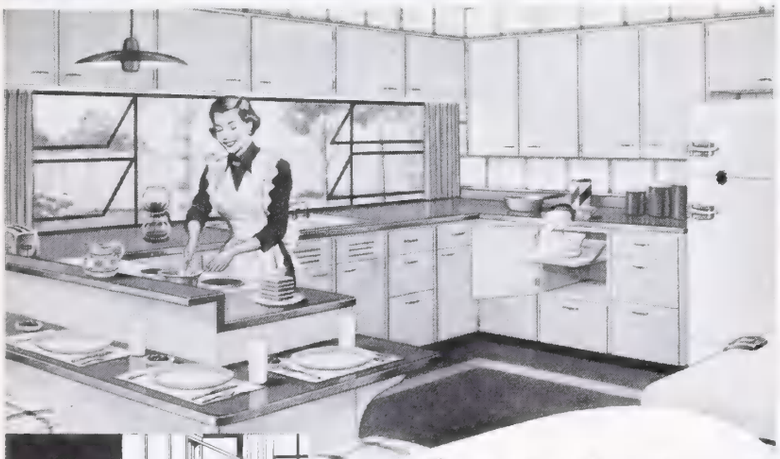


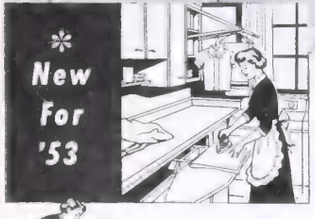
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THE NEW AMERICAN LOOK IN LIVING

CONTINUED FROM PAGE 102

human values come before all others, proof that from the diversity of cultures from which America grew, a spirit of both equality and independence has arisen which is uniquely ours and new in the world.

THERE are many reasons why the American Look in fashions should have crystallized before the American Look in living. Certainly clothes cost less than houses and furniture. Also, clothes may have seemed outside the realm of the European cultural dictatorship by which we permitted home design to be governed. Most important of all, the American woman simply had to have something to wear which could meet the new exigencies of her daily life.

She had become a business woman, doctor, secretary, scientist, writer, or perhaps even a store president. She was active in civic life as chairman of the school board, head of a drive for funds, or as mayor of the city. At home, as mistress of the house, she was also cook, governess, laundress, housecleaner, and chauffeur. Most of the time her daily activities spanned two of these categories; sometimes all three. Obviously, not only were her clothing needs different from what they were 20 years ago, but her tastes were different. *She* was different.

These are the same reasons which account for the new American Look in living which is emerging today. The new American house is a multi-purpose house which encourages, rather than stifles, the rich variety of today's social patterns. Like the "separates" in fashion which are so popular because they are so appropriate for today's living, or like the clothes which can be worn from afternoon into the evening, today's house accommodates itself to the dual or triple or quadruple role of the woman who runs it.

Our home reflects both the greater freedom and greater responsibility which women carry today. It mirrors our new approach toward rearing children, an approach in which sharing and companionship have become vitally important. It makes room for the leisure America has won with its 44-hour week and two-day week ends. It encourages family togetherness, yet it ensures individual privacy.

The most exciting characteristic of this new American home is that it is a "personal" home. It is blatantly and delightfully evident that it was planned or built or decorated to suit the personal needs and tastes of an individual person or an individual family. Granted that the people who live in it proudly announce that they belong to the larger social pattern that is America. Within that larger framework they are also individuals, retaining and expressing their own unique identity.

Accordingly, the idea of what a house "ought to look like" is disappearing. Everything new about the American house echoes its planner's point of view: "*I* matter. My family matters. What anyone else thinks a house should be does not matter." Or perhaps, "This is what *I* want. This is what my family wants. What others want is right for them but not necessarily for me."

This is new in American homes. Always before we have followed someone else's notion of what a house should be like. Today we are thinking of what we as individuals want from a house, physically, mentally, emotionally, spiritually. We are choosing the furniture we like, the colors we like, the accessories we like. And we are putting them together by no other standard than those of our own preference.

IF WE like to play the piano, we feature it in our home. If we like to combine a contemporary table and Empire chairs, we combine them. If we like to cook, we make our kitchen a thing of beauty. If we want our children in the living room, we use washable slip covers.

And the result? Our house is a reflection and an extension of ourselves. In it, we neither ape another culture nor try to be a "mass man" in our own. We are Americans but we are also individuals. The wonder of America is that we can be both.

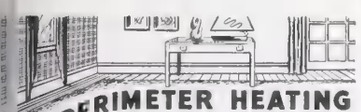
Nevertheless, neither in fashion nor in home design have the new activities of the American woman displaced her femininity. Fashion-wise, she wants her clothes to be functional, but she also wants them to be beautiful. She wants easiness and comfort, but she wants them with a flair. She wants her clothes to be washable and durable, but also charming. Stylistically, then, it was to be expected that the new American Look in living would offer freedom and comfort without



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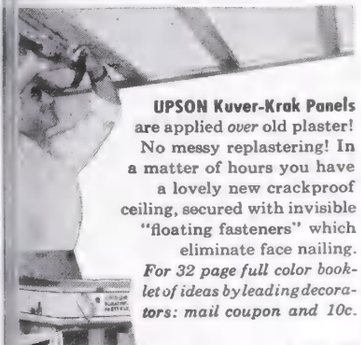
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sacrificing beauty. It is practical and lively. It is efficient and gracious. It is young and tasteful.

Nor is it in revolt against the past. On the contrary, it is as full of the past as of the present. In its blend of the old and the new, of fragile antiques with curtains that require no ironing and china that can withstand the dishwasher, in its use of contemporary furniture whose lines are today's interpretation of yesterday's design, it offers proof that America has grown up culturally.

Were this look in violent reaction to the past, we would be confessing that the past still overwhelms us, like a child who, reacting against his parents, obviously is still under their domination. Instead, this new American Look makes use of the past and is richer because of it. Just as the English language is the richest in the world because in it are traces of many tongues, so are our new homes richer because they thankfully fall heir to all other periods. In this, they reflect the respect we Americans have always felt for our antecedents. But in their expression of our own times, they also reflect the freshness, the orginality, the "dare-to-do" quality which have always characterized Americans.

ALTHOUGH this blossoming of American individuality is a new story in home decoration and design, it is an old one in government, science, technology, and philosophy. Faced with the new problems which grew from a new land and a new kind of life, Americans have always come up with their own answers. Endowed with a fresh point of view, we have always seen new paths and dared to take them.

Where we have led, the rest of the world has followed. Yet, until very recently, where the arts were concerned, we have been astonishingly reticent. Culturally we seem to have been suffering from a national inferiority complex. We have stood in awe of Byzantine opulence, of medieval splendor, of Renaissance glories, of the Impressionists, the Fauves, even of Victorian frippery, and mutely aped Europe's lead.

For our lack of artistic expression, we gave the excuse that we were a young country, somehow overlooking that we were at our youngest when we unfurled the Declaration of Independence, hardly any older when Eli Whitney wrought a miracle for inexpensive clothing with the invention of his

(Please turn the page)



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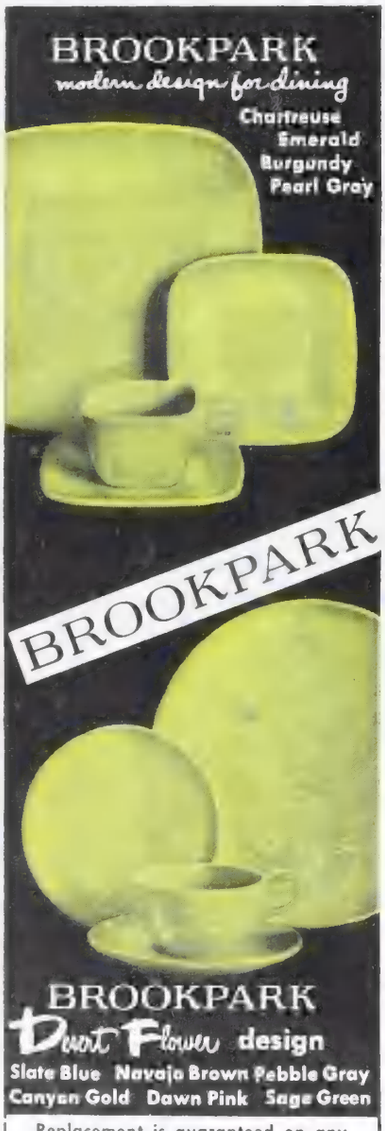


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THE NEW AMERICAN LOOK IN LIVING

CONTINUED FROM PRECEDING PAGE

cotton gin, and not much more grown up when Horace Mann promulgated his dream of free public education.

Happily, all this is changing now and this national well of cultural fear at last shows signs of drying up altogether. In painting, in sculpture, in music, in literature, and now finally in home design, we are daring to talk our own language. We are saying what we have to say in our own way and are finding that it is not only honest, it is beautiful. We are finding too that Europe is not sneering. Europe is applauding. Europe is emulating. Europe is taking from us to build something that is distinctly its own, just as we have taken from Europe to create something that is distinctly our own.

Here then, at last, is the new American Look in living. A look that is not doctrinaire but combs the past and present in order to express the special individuality of each human being. A look which is true and, therefore, good and beautiful. A look which has no strict forms because the human spirit refuses to be constricted.

In creating this look we are making the only real gift we, as a nation or as human beings, can make to the world, the gift of our own individuality. The greatest gifts that have come down to us from the past, Beethoven's symphonies, Michelangelo's sculpture, Euclid's geometry, Christ's teachings, each was the fulfilled expression of one man's individuality from which all men have been enriched. That these epitomize the highest creative level man has yet attained need not inhibit any of us.

It is rarely that our actual limitations hold us back. Far more often, what blocks us is our ignorance of our own potentialities. All of us, creative giants or ordinary mortals, have our own special gift to give, if only we are not afraid to give it. Each of us has his own peculiar life to lead and his own way to lead it. The new, free look that is so American is the new American Look—and it mirrors our attitude toward ourselves.

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HOW TO SHOP FOR AIR CONDITIONING

CONTINUED FROM PAGE 154

show you how to get summer comfort in part of it. If you have $2 you can afford to air-condition small room, and that may be you need. But just be sure you looking for the equipment th gives you *complete* comfort. That what you're really shopping f You don't have to pay much mo for a unit that can do a comple job. You may pay a lot in d satisfaction for a unit that can

How to Fit it in Your Dwelli

Here are the ways each type dwelling affects the size and sha of air conditioning equipme Study the type that applies to yo This gives you a double check the unit type you selected from t table.

In an apartment or rented hou you can install air conditioni equipment only temporarily. Th gives you a choice of a windo or console-type unit. You can stall this easily and take it w you when you move.

Such a room conditioner is a substitute. It can do everythi its big "central" brothers can, though not always to the sa degree. It costs somewhat mo figured on the basis of cooli delivered. But it's still a big co fort bargain in an amazingly sm package.

New this year in window-ty conditioners is a unit that does have to squat immovably, half-half-out a window. In fact, doesn't even have to go in a w dow. It can be built into a wa It "breathes" and is controll only from its ends. Its top, botto and sides thus can be enclosed a wall. This "end-breathing" also what lets you move the u out of the window until the inn end is behind the drapery li and relatively inconspicuous. if building regulations require you can push it as far inside yo apartment as you need to.

While you're shopping you c look for this bonus, a suppleme tary heater "built into" your roo unit. Such supplementary heat provided in two ways: 1. By resistance heater, like the electr heater in your bathroom. This supplied at no extra cost in o line of room units. 2. By a "rever cycle" arrangement of the roo unit, which makes it a miniatu heat pump. This is offered for on

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The house you now live in and own may be easy to air condition, or it may be tough. But in any event, it *can* be air conditioned. You rarely have trouble fitting today's compact units into the house. The problem is to circulate the cool air cheaply and efficiently.

If your house already has a forced-warm-air heating system, you can often tie in a central cooling unit. This is usually true in the North. In any case, you should have an expert check your ductwork to see if it is big enough for cool-air distribution. If it is, installation cost will be held to a minimum. (You may want to replace your present forced-warm-air furnace. Obviously you should put in a combined forced-air system.)

If your house has a wet-heat system, your problem is with cool-air circulation. You may be lucky enough to find space for conventional ductwork and outlets to all main areas of the house. Where space is available but cramped, see whether "small pipe" ductwork will do the job. Such ducts are only three and one-half to four inches in diameter.

But even if ductwork is prohibitively expensive or impossible to install, you can still use room air conditioners. Their total cost will be more than a central unit. But they'll do the job. Wherever it's possible, build them in. They will then be out of your way and less of a maintenance problem.

If you plan to build and want summer cooling, it is cheaper to have a central air conditioning system than a lot of window units. Here's why: A central cooling system costs about $1,000 more than a forced-air heating system if installed when the house is built. To get the same rated capacity out of room-type units, you have to spend upward of $1,200—and they aren't as effective. Also, they'll probably cost more to operate.

(*Please turn the page*)

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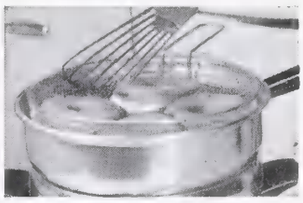
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ANY CONDITION. Highest cash prices paid promptly. Also broken jewelry, spectacles, dental gold, diamonds, silver. Send articles or write for information. Satisfaction guaranteed.

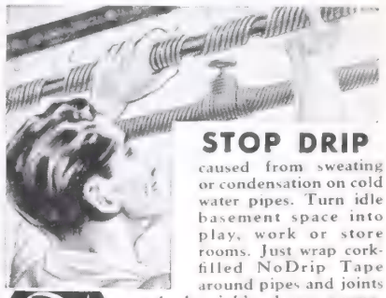
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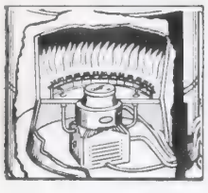


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HOW TO SHOP FOR AIR CONDITIONING

CONTINUED FROM PRECEDING PAGE

If your building budget is slim, you can postpone your air conditioning expense in this way: Install a forced-warm-air furnace which is designed for combination with a cooling unit. There are several of these now on the market. Then when you have the money, buy the cooling unit and tie it in. Initial cost will be about the same, there will be no problem of where to put the cooling unit, and installation cost should be nil if your air ducts are properly sized for cooling.

That's the why and how of having a central cooling system. Now, *which* should it be, cooling-only, or a combination of heating and cooling? Two things go into your choice: Your preference in a heating system and the price you want to pay.

If you like forced-warm-air heat, then the combined unit is for you. Such a unit distributes warm or cool air as you need it through the same system of air ducts.

This combined unit is the best bargain in indoor comfort on the market today. Its cost is lowest. Just as important, so are its space requirements. There's one heating-cooling unit that takes only six square feet of floor area. Most take less than ten. They're shaped so they can be tucked in a closet or storage wall. That saves space, which means saving building costs.

But if you want "wet heat" in your new house—meaning steam or hot water—you'll probably have to install a separate cooling-only system. (Cooling units using chilled water which can be distributed through a wet heat pipe system are complex and costly to install.) The separate systems, wet heat and cool air, will cost more than a combined forced-air system. They'll also occupy more space in the house. But if you "want what you want," you may not find these differences important.

Remote or semi-detached areas of your house are sometimes best served by a room air conditioner. You might find it expensive or awkward to connect such areas to the central cooling system. Or it might be hard to get enough cool air delivered to them. Here you could use any of the three types of room units.

One-story and two-story houses don't differ much in requirements.

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Twistolite
Candles

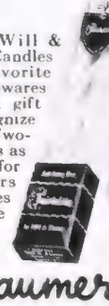


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You can cool a compact two-sto house easier than a rambling on story. But that difference is o of capacity. The number of stori doesn't affect the size and sha of equipment.

How to Get the Right Capaci

Capacity means cooling, b that's only one of the four jo done by summer air conditionin The other three are drying, clea ing, and circulating the air. No o of these jobs by itself can called air conditioning. You mu know the essentials of each understand how they work togeth to give you a spring-fresh "climat in hottest weather.

Cooling capacity is measured tons by the air conditioning eng neer. But you'll also hear him u horsepower to express cooling c pacity, especially when he tal about room air conditioners. Don let this double-talk confuse yo The terms mean about the sam thing. A console unit rated at on horsepower (hp) also has a coo ing capacity of one ton. The to measurement of refrigeration based on a comparison with th cooling capacity of ice.

Drying capacity or dehumidifyin is described in terms of relati humidity. Humidity is simply wa ter vapor in the air. You're se dom conscious of it until the a gets hot and you feel muggy. The you can't get rid of your body he as fast as you need to in ord to feel cool. At such a time there a lot of humidity in the air—a high relative humidity.

Circulation of air is measured two ways—by its speed and i volume. Only its speed need co cern you. It's expressed in feet-pe minute (f.p.m.). Engineers see an air speed of 25 to 35 feet p minute in the "sitting level" of room. At less speed, the air sta nates; at much greater, you com plain of drafts.

Cleaning of air concerns you only one way: You have to chang or clean the filter in your cond tioner regularly. The dirtier th filter, the harder the fan has work to force air through it, an the less conditioned air you ge So plan to inspect filters regularl Clean or replace them whenev necessary.

An air conditioner with all the capacities depends primarily on refrigerating unit to do the tw main jobs, air cooling and dryin This unit is the same as the on

(*Please turn to page* 213)

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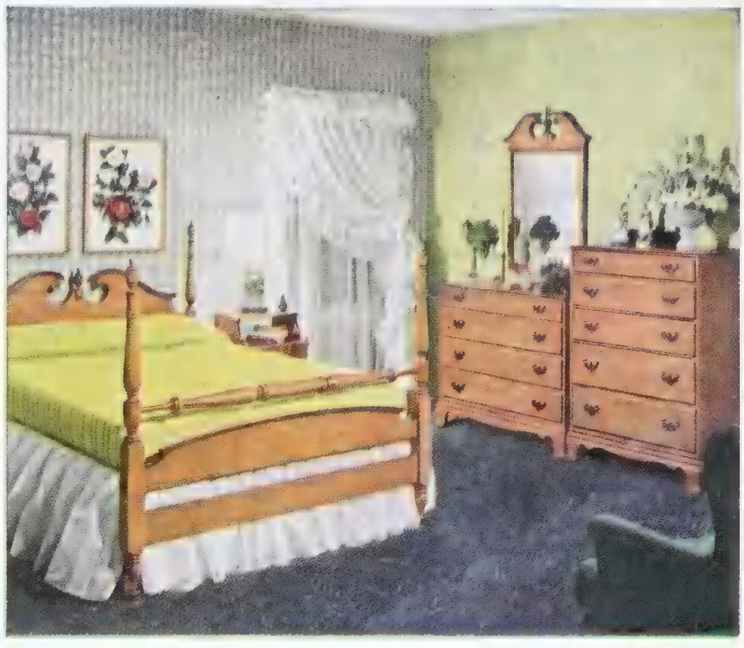
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For your dining room, and particularly good for combination living-dining areas, this refectory table takes up little room, extends to seat eight comfortably. See Heywood-Wakefield's Old Colony at your favorite furniture or department store.



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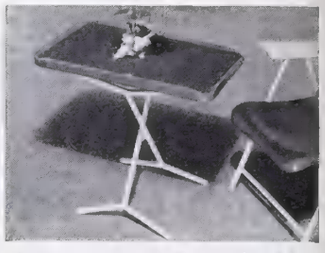


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HOW TO SHOP FOR AIR CONDITIONING

CONTINUED FROM PAGE 210

n your household refrigerator. It ools and dries by extracting heat nd moisture from air inside the ouse and getting rid of them out- ide.

Some summer air conditioners ave their refrigerating unit ar- anged so that in winter it can xtract heat from the air outside nd deliver it inside the house. The same unit thus serves you the ear round. Because it "pumps" eat either in or out of the house, t's called a heat pump. Well water s often used rather than air for n outside source of heat.

The other two air conditioning obs, air cleaning and circulating, re done by the filter and by the an and ductwork.

That's what you have to work with. Now look at what you have o work against. We called this our "local" climate. Ideally that should be the climate of the lot where your dwelling stands. You can't rely completely on climate records taken at city hall or out at the airport.

"Cooling load" is the term the engineer prefers to use here. It sums up how much work is re- quired of your air conditioner. It's he total amount of heat that has o be taken out of your dwelling. Climate is an important factor in he size of this load, though not the only one.

This cooling load is figured in B.T.U.'s. That's an abbreviation of British Thermal Unit and a measure of a quantity of heat. For instance, as one ton of ice melts, it extracts about 12,000 B.T.U.'s per hour from the air. So a 1-ton (or 1-h.p.) summer air conditioner handles the same number of B.T.U.'s per hour.

Back to the cooling load. Here's what has to be accounted for in figuring it (see how complicated this gets to be):

1. The temperature and humidity you want to maintain inside the house.

2. The worst temperature and humidity you can expect outside during the summer months.

3. The amount of fresh outside air you want to bring into your house, and the amount of such air that will leak in.

4. The direct sun heat on your house, called "solar gain," along with indirect heat from sky and ground.

5. The penetration of heat through roof, walls, and glassed areas of your house.

6. The internal heat and moisture load created by such household activities as cooking, bathing, drying clothes, and entertaining large groups.

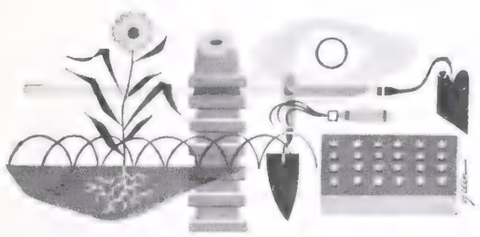
It's obvious that the layman can't hope to measure the cooling load for his house. Consequently he can't decide what the capacity of his air conditioning equipment must be.

But this is equally important: Neither can some fast-talking salesman. Some day there may be an easy yardstick by which to measure all these cooling load factors. Until then, ask the man trained in air conditioning.

Meanwhile, be on guard against these errors: "I only need a little equipment because it's never hot more than a week at a time around here." Or, "It would be different if we lived way down South. But Boston or Detroit are so far North it just seems . . ."

Your body only knows when it's hot and muggy; after the first couple of days, it doesn't matter how long you've felt that way. It takes as much cooling capacity in your summer air conditioning equipment to keep you comfortable through a week of hot weather as through a month of it.

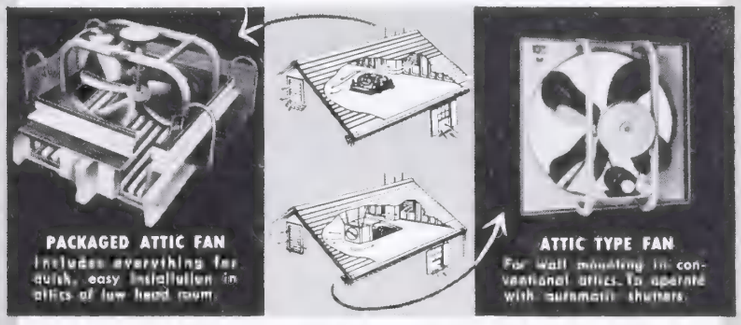
Distance in miles north or south means little. The *averages* for the Deep South and for the Midwest may differ greatly. But the *extremes*— and they're what you're concerned with— may vary little. The worst summer weather in Chicago can be as bad as any in Houston, Texas. (*Please turn the page*)





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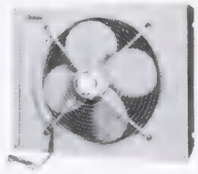
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HOW TO SHOP FOR AIR CONDITIONING

CONTINUED FROM PRECEDING PAGE

There's one more error to be on guard against, the temptation to choose too much capacity. Let's play safe, you say, and add another ton of cooling.

It doesn't work that way. The too-big conditioner is hard to control. It can overwhelm you with "surges" of cool air. These may then be followed by "off" periods when temperature and humidity rise higher than you want. So always insist on exact capacity. You can find the right unit to supply it.

How to Afford It

Now you're equipped to look at price tags. They're not always easy to find. Or, when you do find them, they don't always tell the full story. We'll show you how to get that story. These are the starting prices:

Room air conditioners, from $230.

Central cooling-only systems, from $1,000 to $1,200 for a small house.

Central heating-cooling systems, from about $1,800 for a small house.

These figures are based on the first cost of the unit but do *not* always include cost of installation.

Room air conditioners range from $230 up to $1,000 in price. Installation cost for window units usually is $35 or $40 and this includes a warranty and servicing. Thus a ⅓-h.p. window unit with a list price of $230 will cost you $265 or $270 by the time you have it installed.

Though this unit is lowest of all in price, it actually costs somewhat more than others in terms of cooling capacity per dollar. Compared with it, a ½-h.p. unit has 50 per cent more capacity at 43 per cent of the cost. A 1-h.p. unit triples the capacity for only double the cost.

Whatever size you buy, figure on adding something to the price tag if the unit has to go in a casement, awning-type, or odd-shaped double-hung window. And if you install a unit of ¾-h.p. or larger, you should supply it with 230-volt current. That will mean an extra cost for wiring. (It is always recommended that any room unit be provided with its own wiring circuit. It should not share it with other electrical equipment.)

The price tags on central cooling systems vary widely because installation costs differ from house to house. Therefore, manufacture seldom list their prices on centr units. They leave that to the deale who install them. So you'll have shop around among the dealers.

The big "if" is, of course, t duct design for air circulation. you saw earlier, if you already ha adequate ductwork in your hou installation costs you practical nothing. But if you don't, it c cost a staggering amount.

If you are planning to buil your cost can be figured mo closely. This is what you can e pect to pay for a combined heatin cooling unit installed in a ne house:

House price below $15,000 $1,000 more than cost of heatin system alone. (The latter co from $700 to $800.)

House price $15,000 to $20,0 —10 to 12 per cent of that price.

House price $20,000 to $30,0 —10 per cent.

House price above $30,000- about 8 per cent.

Now, what can *you* pay?

If you have only $265 you c have air conditioned comfort in least one small room of your hou If that's a bedroom, your comfo will extend over one-third of th day, perhaps more. Thus a relativ ly small investment will go a lon way in point of time.

If you have $500, you still can expect to air-condition all yo house. But you can get two ½ horsepower units for conditionin two small rooms, say a bedroo and a den. Or you might be ab to cool a whole wing by using on large unit of ¾- or 1-horsepow capacity.

If you have $1000 to spend, yo will get the most for your mone from a central unit.

Earlier, we suggested you coul postpone air conditioning expens by buying the heating half of combined unit now, and the coo ing half later when the budg allowed. Meanwhile, you don have to swelter through four five hot summers without some r lief. Get a small window unit f your bedroom. Then later you ca trade it in on your central uni

There's still another way of cu ting cost, by "zoned" air conditio ing. You divide your house int two zones, usually living and be room areas. These should be close off from one another. Then duc work is controlled so that air ca be circulated through the livin areas by day, the bedrooms b

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night. It cannot, of course, cool both areas at the same time.

In this way, you need less capacity from your central unit than is required for full-time air conditioning. That's where you make your saving. But it won't be a 50 per-cent saving; it's likely to be only 25 per cent or less. This system won't be able to keep you comfortable during all extremes of summer. It's also unhandy to live in a house so divided. You'll have to decide if any saving is worth such disadvantages.

Operating costs for different brands of equipment, all equal in capacity, are about the same. So the big variable in what it costs you to operate any unit is the price you have to pay for water. This water is the medium most often used to carry away the heat extracted from inside your dwelling.

The growth of air conditioning has made heavy demands on water supplies. This has forced some areas to raise water rates sharply. Other areas have required water-saving devices by law. This trend will continue. Either by law or from economic necessity, you'll probably have to conserve water in one of two ways.

These ways are: By purchase of a water-saving device, or by purchase of air conditioning equipment that doesn't use water in cooling.

Devices that let you use a little water over and over again include the cooling tower. This costs from $200 to $500 and cuts consumption by 95 per cent. You get the same saving from an evaporative condenser which is now offered with one central cooling unit. Then there's a water-saving device which uses automotive radiators. It cuts consumption to a trickle and costs about $350.

Equipment that doesn't use any water in cooling is now available in 2- and 3-ton capacities. Since air is not as efficient for cooling as water, such equipment has to handle a lot of air and that boosts operating cost for current.

How much does water have to cost before a water-saving device or air-cooled equipment is economical? The break-even point is usually 20 cents per 1,000 gallons. If the rate is higher, it pays you to conserve water.

Now you've completed the three steps here. Remember to take them in order and take your time with each one. Insist on what you know is right. Seek out the expert who knows what's right for you. Get an estimate whenever installation costs are likely to be high.

Then you can shop for air conditioning—for complete summer comfort—in full confidence. In a later issue, we'll show you what to do to your house and lot to get the most out of the air conditioning equipment you're going to buy.



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Continued from page 143

IRIS...

...the new look in

This often is hard to deal with in designing the kind of living-terrace gardens so in demand today unless iris can be partially hidden after its blooming time by on-coming summer flowers. But iris grows best in a mixed planting anyhow, so the landscape design solution is ideal for the iris, too.

Stronger stems also do away with the need to clutter up your garden with stakes. Today's iris are able to withstand spring winds and rains without outside help. This doesn't mean you should deliberately expose them to the toughest conditions—the exotic big flowers *can* be ripped and slashed by wind and rain—but any reasonable exposure should suit your iris fine.

You will discover that modern iris have many more stems of flowers—and far more flowers per stem—than on the older kinds. This doubles or triples the color effect in your garden and stretches the iris season to twice its length (this is in addition to the season-stretching the breeders have accomplished by developping varieties that bloom at different times). It is now possible to choose an assortment of varieties to provide continuous iris bloom for nearly two months.

Iris, you will recall, usually produce flower buds in pairs. One opens, stays in bloom for three to seven days (depends mainly upon the weather, somewhat on the variety), then closes a few days before its twin bud fattens and opens. The new iris, almost without exception, always produce paired flower buds. As a result, eight flowers per stem is rather the expected number once the plants are well established (well watered, well fed, of course).

Caution: since the flowers now are so large, it is important to remove them for reasons of neatness as soon as they fade and curl (really "twist"). To conserve the strength of your plant, break the old flower off *below* its swollen base (where the unwanted strength-draining seeds are starting to develop). This requires a little practice. At first you will probably find yourself snapping the flower off *above* this developing seed pod. Try holding the stem between the thumb and forefinger of your right hand, snapping the flower off by pulling it *down* (with your left hand) against your right thumb. It's really easy to do. You'll have a second bloom just as tidy as the first—and your plants will save enough strength to result in a dividend of more stems and more flowers the next year.

Larger flowers aren't always better flowers, of course. But in the new iris they are desirable. Remember that the plants now are larger in every way. The small flowers of the old "German" iris would be much out of scale. Flower size has tripled, in fact. This makes the "falls" (the three petals that hang down) much more prominent, but equally as important is the lengthening of the "standards" (the three petals that stand upright). Today's iris have a fullness to them that the old kinds lacked because the "standards" often were either narrow and insignificant or short and wide. The latter resulted in a squashed look. Now iris flowers are cube-shape, with height, width, and depth just about equal. This makes each flower count for more as far as garden color is concerned because it presents a sizable portion of itself no matter from where you view the flower.

Waterspotting (pale splotches on the petals) is a problem plaguing all spring flowers. The new iris shed water about as well as any spring flower. Seldom do the petals waterspot now. This is fortunate because the pure new colors wouldn't be nearly as effective for garden color display if diluted by waterspotting. See that your iris have proper growing conditions (ample sunshine and food) and you can forget about waterspotting.

When to plant iris

Iris aren't fussy about when they are moved. It's safe to transplant them even when they are in full



Plant These Beautiful *Iris!*

Colors that rival the Rainbow!
Hardy everywhere...Easy to grow

Flowers up to 7 inches across, on stems that reach 3 to 4 feet. In every soil and climate they can be grown without fuss or hard work. No bulbs to take up, clean, store or replant.

ORDER THEM NOW . . . Plant them in your garden . . . They will do the rest!

Choose 10 for $5.00 *Labeled and Postpaid*

SELECT THREE		SELECT FOUR	
Blue Shimmer, dotted blue	$1.00	**Great Lakes,** tall blue	.75
Elmohr, huge violet	1.00	**Sable,** velvety black	.75
Garden Flame, rose-red	1.00	**Gypsy,** chestnut and gold	.75
Lady Mohr, chartreuse	1.00	**Grand Canyon,** plum-copper	.75
Three Oaks, old rose	1.00	**Jake,** icy white	.75
Winter Carnival, white	1.00	**Spun Gold,** rich yellow	.75
Black Forest, sooty black	1.25	**Peachblow,** rose plicata	.75
Solid Mahogany, dark red	1.00	**Red Gleam,** bright red	.75
Cordovan, rich brown	1.50	**Mulberry Rose,** well named	.75
Sylvia Murray, sky blue	1.00	**Gallant Leader,** giant bronze	.75

SELECT THREE

Angelus, opal pink	.50	**Indian Hills,** vivid purple	.50
Dogrose, lilac	.50	**Louvois,** chocolate brown	.50
Flora Zenor, tall pink	.50	**Melitza,** delicate flesh	.50
Majenica, salmon pink	.50	**Midwest Gem,** ruffled apricot	.50
Azure Skies, pale blue	.60	**Wabash,** purple and white	.50

All 30 for $15.00
(No C.O.D.)

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Cooley's GARDENS

Box B, Silverton, Oregon



n old favorite

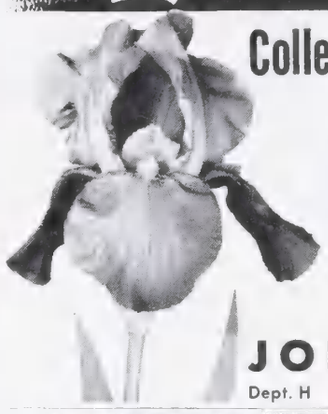
New, purer colors

om (which makes iris another g d flower for a portable garden- it program). We're talking here, o course, about moving big, old *c mps* of iris. To give the best nce to a "division" (a small p ce cut from an old clump) de- dividing (also buying new iris, e grower sells you a "divi- n") until after the plants have b a chance to rebuild the strength sumed for blooming. September an ideal time to plant in most ts of the country, earlier if cool ther arrives sooner, or later if rains aren't usual in your area il later.

But *order* iris now. Planting k of the newer kinds is not ntiful. Nobody knows what the wing season this year will be like, so how many "divisions" will be possible is just a guess. June prices are likely to be much lower than later. And you will be sure to get your share of whatever number of plants is available. Then, too, June is the iris month in much of the country. You can see iris in bloom in public gardens, and probably in your neighbor's garden, too. This is always a good way to decide which varieties please you most. The colored photographs in the iris catalogs of the country's top specialists are amazingly good, but seeing a whole clump of a blazing color often makes a catalog close-up-study seem insipid. For this reason, you may be overlooking some fine iris in the catalogs.

(*Please turn the page*)

Landscape with Iris



Collection of FINE PINK IRIS

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PINK CAMEO
PINK REFLECTION
PINK RUFFLES
BEVERLY
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HOOSIER SUNRISE

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Imported & Domestic



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LOVELY IRIS FROM THE HEART OF THE OZARKS!

Gorgeous blooms, developed in the rich Ozark soil of Sarcoxie, Mo., one of America's most famous flower centers! Order these selected Iris collections and delight in the brilliant colors and sturdy plants.

CHOOSE FROM THESE DOLLAR-SAVING COLLECTIONS

"EXTRA SPECIAL" — 4 Top Quality Iris — $3.00

Azure Skies—lavender blue
Blue Rhythm—new soft medium blue
Helen McGregor—clear pale blue
Rocket—an orange self

Three top quality blues, two of which recently won the Dykes Medal and one famous chrome orange, prepaid in the U. S. A. for only..... Catalog Value $6.10

"SEVEN FAMOUS IRIS" — $3.75

Ola Kala—deep yellow
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Great Lakes—clear blue
Blue Shimmer—white, dappled clear blue
Lady Mohr—oyster white, pale chartreuse
Elmohr—giant rich red-violet
Blue Rhythm—new soft medium blue

Seven top iris in the 1952 Iris Society Symposium, an outstanding value, prepaid in the U. S. A. for only..... Catalog Value $6.50

"SUPREME" Iris Collection — $5.00

Select One of the following:
1. Helen McGregor—clear pale blue (2.50)
2. New Snow—pure white (2.50)

Select Five of the following:
3. Aladdin's Wish—blue on cream (1.00)
4. Black Forest—satiny blue-black ($1.25)
5. Blue Rhythm—soft medium blue ($1.00)
6. Bryce Canyon—henna-copper ($1.00)
7. Casa Morena—coppery-brown ($1.25)
8. Chantilly—ruffled orchid pink ($1.50)
9. Cloud Castle—pale wisteria blue ($1.50)
10. Lake Shannon—clear blue ($1.00)
11. Rocket—an orange self ($2.00)
12. Solid Mahogany—mahogany red ($1.00)
13. Syringa—pure lilac self ($1.00)
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This sensational "choose-your-own" collection of 6 outstanding iris. Catalog value as much as $10.00, prepaid in U. S. A. for only..... All 15—$12 Catalog Value $20.50

'53 Combination Catalog of Iris, Peonies, Daylilies

Send for your copy of this outstanding combination catalog, contains over 1,200 varieties of Peonies, Iris and Daylilies, 60 full-color photos in 60 pages — packed with money-and-time-saving tips, collections for beginners and experts. Sent FREE with collections in this ad.

25c deducted from your first order!

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Please send me the following collections:

☐ "Extra Special" - $3 ☐ "Seven Famous Iris" - $3.75
☐ "Supreme" - $5 (Indicate choice of following)

Choose 1: ☐ 1 ☐ 2
Choose 5: ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ 13 ☐ 14 ☐ 15

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FLAMINGO PINK IRIS

Several years ago, when we visited Mr. David Hall's garden, we saw a number of pink, peach pink, golden apricot and rich glowing raspberry colored unnamed Iris which rivaled in beauty such varieties as Ballerina, Cherie, Fantasy, Hi Time, Radiation and Vanity Fair. We purchased a considerable number and offer the following:

FLAMINGO PINK—The most delicate pink imaginable, varying somewhat in intensity, with sparkling tangerine beards. This unusual characteristic is found in all these Iris.
Each **$3.00; 4** (all different), **$9.00.**

PEACH PINK—A smooth pink highlighted by the color of a ripe peach in the center of the flower.
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GOLDEN APRICOT—A rich golden apricot, blended with pink, set off by a vivid tangerine beard. This Iris fairly glows and will brighten any dull spot in your garden.
Each **$3.00.**

RASPBERRY—A startling new color in Iris—rich, luscious raspberry. Large raspberry blossoms with enamel finish remindful of cloisonne finish.
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One each of the foregoing 4 varieties (Flamingo Pink, Peach Pink, Golden Apricot, Raspberry) for only **$10.00**, postpaid, a $15.00 value.

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Masterpieces of the Iris World for the Connoisseur. Four Iris, **$20.00.**

1 CHERIE—David Hall's masterpiece. "Queen of the Flamingo Pinks." 1951 Dykes Medal Winner. **$8.00**

Select 1 from this group:
- BALLERINA—A ruffled, massive impressive pink. **$10.00**
- THOTMES III—A large smooth light brown with a golden glow. **$10.00**
- TRANQUILLITY—A stately milk-white with a charming personality. None better. **$10.00**

Select 2 from this group:
- COLOR CARNIVAL—A flamboyant combination of pink and purple. **$5.00**
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- DAZZELIER—A tall sparkling orange yellow by Hall. **$7.50**
- RAINBOW ROOM—Well named. A bright blend of many colors. **$4.00**

All **9** for **$43.00**, a $64.50 value.

GIANT WHITE IRIS—HEROIQUE

Modern Iris are distinctive in color and size, but if you want to really amaze your friends and neighbors, HEROIQUE is the Iris for you. Huge glistening white blossoms, up to 9 inches in size, well spaced on sturdy stalks. A vigorous, rampant grower. To see it is to want it.

$2.50 each; **3** for **$5.00; 12** for **$18.00**

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Our beautiful catalog is FREE to anyone who writes for it. There are many large illustrations in color of choice Iris for your garden. It includes a description of all our varieties, and more special collections which we cannot offer here because of lack of space. Write for your free copy now! Hardy Michigan grown vigorous varieties which will please the most discriminating gardener.

BEDFORD GARDENS, Box 100, Bedford, Michigan

IRIS

CONTINUED FROM PRECEDING PAGE

What kind of soil is needed?

Sandy loams are best, but iris thrive in any soil that will grow weeds. They must not have wet "feet": standing water is fatal, and soggy soil leads to rot and a general run-down condition that may eventually lead to death. Many people recall seeing wild "flags" growing in boggy areas—or apparently right in the water in Japanese garden scenes. *Some* iris can stand such growing conditions, but these are *not* the kinds of iris we are talking about. Often the iris that seem to be growing in a wet place actually are themselves atop a slight rise that puts them above the water line.

Iris do need plenty of water, especially in the spring when they are pushing upward in a tremendous burst of activity (stems may reach 40 to 48 inches in 6 weeks). If drainage is good, iris can't have too much water in the spring because they drink it up so fast.

Plant food is important. Don't let your iris starve just because they *can* survive in poor, dry soil. Feed them regularly, not just in the spring. Iris are busy all summer storing up the food that must be ready to support all the vigorous growth the next spring. Remember that in the spring the ground is cold and the roots aren't yet operating very efficiently. So iris need a food-fattened rhizome to start the year. Feeding four times a year is about right: when spring growth starts, 4 weeks later, 2 weeks after last flowers, and at normal transplanting time in fall (supply this fall feeding even if you don't transplant your iris). Use any regular complete plant food. Don't apply too much at once. It's better to use the four-times-a-year schedule than one big annual dose. You may wa to try some of the new quick-di solving kinds of plant food (M HOUSE BEAUTIFUL, page 186), b don't expect too much response foliage feeding. Iris leaves are waxy that even the brands of pla food which contain a wetting age seem to skid off the long, spiky ir leaves. "Starter" solutions ma from these quick-dissolving pla



No waterspotting

foods do pep up your iris, especia ly in the spring, but be sure yo follow the manufacturer's dire tions for dilution. Iris rhizom naturally grow half exposed. The have a tough "skin," but a to strong plant food solution can bur right through this protection.

Sun or shade?

Iris are sun plants. They thriv in the brightest sunshine (assum ing, of course, that they have am ple water). They don't exactly sul in the shade, but they grow smalle year by year as the food "bank they started with in the origina rhizome isn't refilled fully eac year because of insufficient sunligh to make the necessary plant sugar and starches. You'll have to be con tent with smaller plants, fewe blooms, and a greatly slowed rat of growth of the clump. Iris ma go on indefinitely without gainin much in size when grown in th shade, whereas the same variet will spread so rapidly in full sun light that a clump must be dug an divided every 5 years to keep fro choking itself.

Shade may introduce also th complication of root competitio for iris. They are shallow-rooted, s suffer if grown where a deep mas of tree or shrub roots can rob th soil of food and water. The wate loss is especially important. Unlik most plants, iris suffer long befor



More flowers

hey show any sign of wilting; a vilted iris is just about dead. It is easy for you to be unaware for a long time that drought (from root competition) is damaging your iris.

Beginners often ask if the hot sun beating down on the half-exposed rhizomes is hurting the iris. Apparently not. Iris rhizomes are basically stems, not roots. Roots are injured if exposed to direct sun heat; stems aren't bothered. For this reason, deep planting isn't necessary (rhizomes will eventually grow up to the surface anyhow). Mulching may make the flower bed look neater, but its effect on soil temperature doesn't affect the iris one way or the other. Living mulches, strawberries, ajuga, etc., are sometimes used by gardeners who don't like to see the exposed iris rhizomes. Choose small-leaved, dwarf kinds of plants for this (See April 1953 HOUSE BEAUTIFUL, page 160).

Any pests to watch for?

Few. Home gardeners seldom see anything except a rhizome rot. This can occur any time drainage fails. The solution: plant iris in the right place. Tougher to overcome is rotting which follows rhizome attack by the iris borer. This little fellow enters a leaf, usually near where the leaves in a bundle come together. Borer thus escapes detection for a long time. He eats his way down through the leaf, with the damage hidden because he is inside the tightly clasped bundle of leaves by now. He becomes fat and sizable. Often you first notice his presence when a driving downpour snaps off the whole bundle of leaves, now so weakened mechanically because of the central hollowing out by the swelling borer.

Once inside the tuber, the borer gouges it out. Fungi and bacteria take over and all that remains is a vile-smelling, slimy mass. The iris may struggle along for the season, but dies before the following spring.

Iris borer is a regional problem. It is common in a broad band that crosses the country east to west through the Chicago to St. Louis area. Heaviest infestation seems to be from Ohio to Nebraska. Eastern gardens seldom have serious trouble, and many old Western iris plantings have survived for years without protection.

Protection against iris borer revolves around DDT sprays. You need to keep the expanding leaves protected with a DDT film from

(*Please turn the page*)



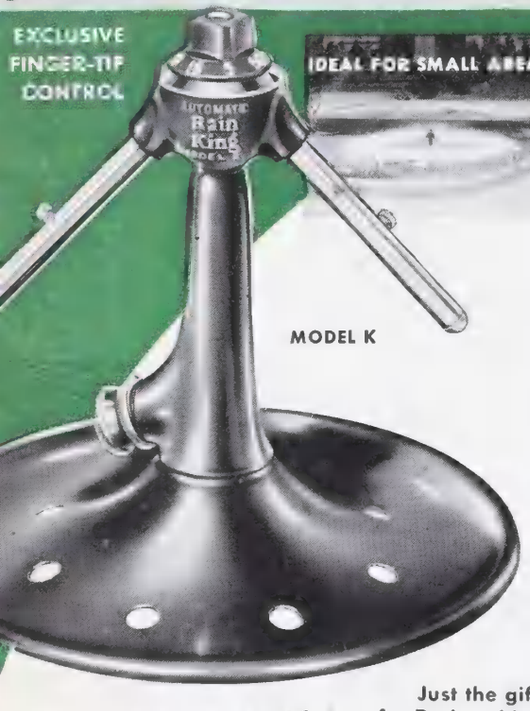


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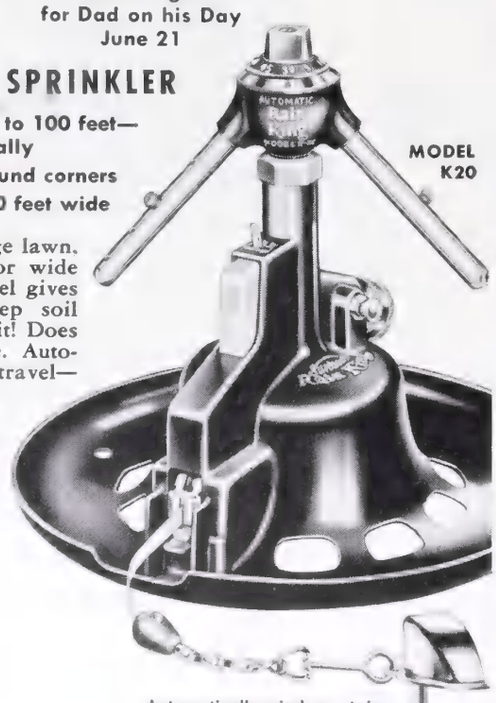
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- SHUTS OFF automatically
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Ideal sprinkler for average lawn, long narrow parkways or wide open areas. Speed of travel gives perfect watering for deep soil saturation. Set it! Forget it! Does the right job every time. Automatically cuts off at end of travel—or can be set to "stays-on". Can also be used stationary. Lightweight. Easy-to-handle. Built-in Sunbeam quality throughout.



MODEL K20



Follows curve of stainless steel tape



Travels a course up to 100 feet

Automatically winds up stainless steel tape to pull itself across lawn. Extra stake supplied for change in direction.

These and other Rain King sprinklers for sale by dealers everywhere

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IRIS

CONTINUED FROM PRECEDING PAGE

early spring until midsummer. This isn't as hard to do as it sounds. The newest special DDT products for iris borer stick very well to the waxy leaves and remain effective for weeks. You do have to spray weekly in the early spring just because the plants are growing so fast that there is a vast increase almost daily in surface area that has no protection.

Borers detected before they get down into the rhizomes can be cut out of the leaves. Even if the rhizome has been attacked, but not yet seriously eaten, it can be saved by cutting out the borer, dusting the injured area with sulphur, and replanting. Rotting rhizomes should be dug and burned. Don't replant iris in the spot for a year or two.

How long will iris grow in one spot?

Iris live indefinitely. They renew themselves as the rhizome grows. Suppose we start with a single rhizome. This will eventually elongate by producing a pair of new sections at the leaf end of the rhizome. Each section will produce a set of leaves and flowers the next year. As soon as there is food enough available, each of these rhizome sections will produce a pair of sections. Eventually the original rhizome dies, its food supply absorbed by the new sections. Now each of the new sections is independent of the other. Each continues to grow and divide as long as there is enough food and water. In time, a sizable clump results. It continues to grow for 5 to 10 years (time depends upon variety, also food supply) before the soil in the center of the clump becomes too impoverished. Then the center of the clump dies. Digging and dividing should be timed to prevent this stage.

The best floral display usually occurs the third and fourth season after planting. You get some flowers from the first year on, of course. So under good growing conditions the best iris show comes if you dig and divide every fifth year. Divide the old plant into small pieces—single rhizome plus one clump of leaves. Throw away weakened pieces, i.e., shriveled or damaged rhizomes.

How to plant iris

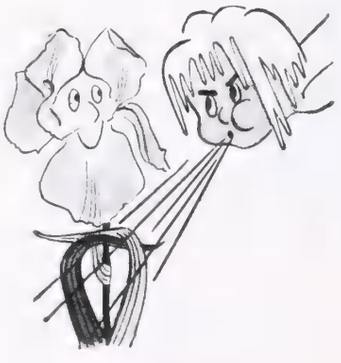
Set the rhizome just deep enough to anchor it into the soil. Ideal is to have rhizome two-thirds out of the soil, "like a duck swimming." You may have to plant somewhat deeper if there aren't enough roots on the rhizome to help anchor it. The new rhizome growth will automatically be at the correct depth.

Since iris grow forward from the leaf end of the rhizome, set the plants so that the new growth will occur in the right direction for your particular display. If you plant in clumps, for example, set each rhizome about six to eight inches apart in a figure-eight pattern, with the leaf end of each rhizome pointed *outward*.

Be sure soil is amply fertile: you need rapid root growth to establish the rhizome before winter cold. Remember that it must supply from itself nearly all the food used for spring growth. Suggestions on feeding were given earlier when soils were discussed.

Is there an Iris Society?

The American Iris Society is a very active group. Both amateur and professional iris fanciers find much of interest in the Society bulletins and flower shows. Dues are $4 a year. American Iris Society, Franklin Road, Brentwood, Tennessee.



Stronger stems

WORK-SAVERS FOR GARDENERS



p an "End-O-Pest" dust gun handy use when the first pest is seen. lls (bottom) banish a once messy, dty job. Swift & Co., Chicago, Ill.



You'll need sturdy, lightweight, "Bird" tar-paper pots if you practice portable gardening (see March, page 136). Bird & Sons, Inc., East Walpole, Mass.



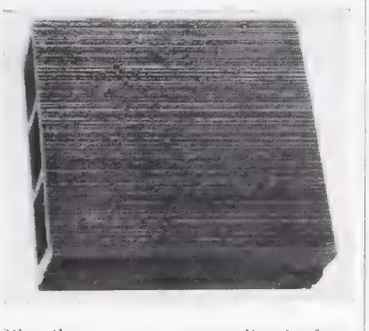
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MODEL A1

Sunbeam Hedge Trimmer answers the trimming needs for all your shrubbery, hedges, ornamental trees, etc. Saves time—gives professional results without arm-tiring drudgery. Well-balanced for one-hand operation—perfect for side trimming and shaping, cutting weeds, coarse grasses around stone walls, fences, etc. Exclusive slip clutch assembly prevents damage to blades or gears when cutter strikes wire or woven fence. Powerful, cool-running motor inside the easy-grip handle. Hardened, cutlery-steel cutter bar. A precision instrument in every detail. Sunbeam "know-how" in building famous electrical appliances has gone into its design and construction.

The Sunbeam makes trimming EASY and FUN. Meets all the needs of the home owner for any trimming job.

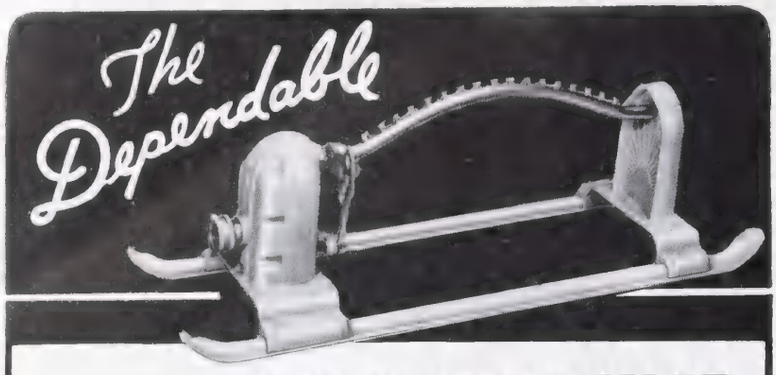
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BOOKS FOR GARDENERS

Science and the Glasshouse. 2nd edition. By J. W. C. Lawrence. Oliver & Boyd, Ltd. Enginburgh, 1950. 15 Ss.

Owners of home greenhouses will find this book worth plodding through only after they have exhausted the less technical books on the subject. The present volume was written originally to record the research results of the John Innes Horticultural Institution. Thus it suffers from trying to be impressive. It is full of technical data. Only a minor attempt is made to increase readability. The facts are enormously interesting, but you have to be willing to dig patiently to get them out of the tables and charts. There are almost no photographs and these few are poor. Much of the data could have been illustrated easily and interestingly by photographs. Unfortunately, this new edition makes the same mistakes.

The Art of Botanical Illustration, by Wilfrid Blunt. Collins, London, 1950. $5.00.

This is a beautiful book. The illustrations have been chosen with much thought. They appeal to a dirt gardener as well as to the pure artist. Americans will be disappointed to discover that the work of John Brimer is missing.

Books like this help train your eyes to see and appreciate the real structure of flowers and plants. You gain a finer sense of what plants to grow together.

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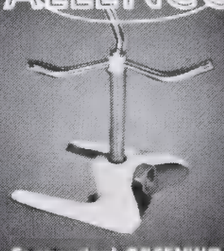
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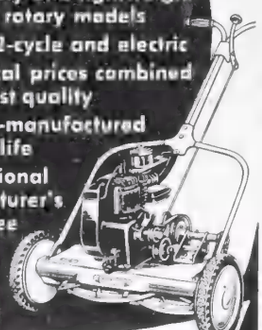
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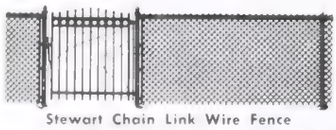
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KEY TO THE NEW AMERICAN LOOK IN THE GARDEN—THE LIVING TERRACE

CONTINUED FROM PAGE 141

Just as there is no substitute for ving, there is no substitute for di- ct contact with air, sun and space in short, with nature. To view e world freely from a room inside one of the finest gifts of modern chitecture and its new use of ass, but it is insufficient. Even a use in the country fails to link an with his greatest source of rength and repose unless it allows r easy and direct access to the tdoors.

So, we are encouraging direct ntact with nature as with life. We e sitting or walking under trees, joying the sounds and smells of ing things, re-establishing the ever-threatened balance between what is man-made and natural. The new garden does precisely all this in the North as in the South or West, indeed wherever people have coupled a fuller philosophy of living with modern methods of climate control which extend garden use from six to nine months almost everywhere in America.

Increasingly people no longer cut their lives up into separate segments. They no longer believe in rooms to live in and rooms to show off—the parlor for company and the kitchen for the family, the garden for lawn and flowers and the

(*Please turn the page*)

NED RUCKER, LANDSCAPE ARCHITECT



The modern house provides direct, easy access to sun, air, and space of the living terrace—key to the new American look in gardens.

ASSOCIATION OF LANDSCAPE ARCHITECTS PHOTOGRAPHS BY MAYNARD PARKER



The new terraces offer added spaciousness and living room and, at the same time, decrease the cost and effort of garden maintenance.

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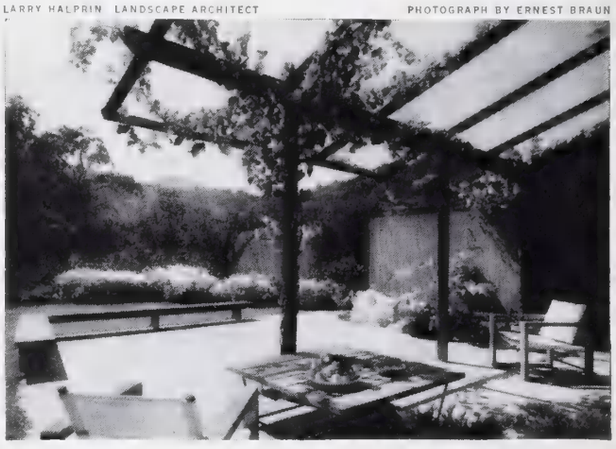
KEY TO THE NEW AMERICAN LOOK IN THE GARDEN—THE LIVING TERRACE

CONTINUED FROM PRECEDING PAGE

paths strictly reserved for people. The new philosophy of humanism is nothing more than a simple rediscovery that *man is the measure of all things*, whether architecture, furniture or gardens. They exist for the enrichment of his spirit.

We judge everything today in terms of ourselves and its fu meaning for us and our familie We believe the finest contributio we can make for a happy societ is by ensuring that we are happ individuals. If this is selfishnes we say, then so is breathing fres air with pure delight.

LARRY HALPRIN, LANDSCAPE ARCHITECT — PHOTOGRAPH BY ERNEST BRAUN



The modern terrace is an outdoor room that may or may not have a roof. Note well-designed fence for privacy and wind protection.

DESIGNED BY BAY STATE NURSERY — PHOTOGRAPH BY PAUL GENEREUX



This terrace is a sun-pocket, illustrating how by use of climate control devices you can enjoy your garden months longer.

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THE LIVING TERRACE

DOUGLAS DAYLIS, LANDSCAPE ARCHITECT — PHOTOGRAPH BY MAYNARD PARKER



Here the line between house and terrace is all but invisible, so one is invited by the walk itself to stroll on to the garden or from garden into house. Bricks on sand allow for drainage.

Drippy Don



GOODYEAR GARDEN HOSE

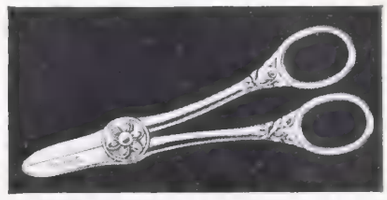
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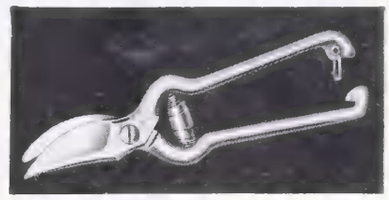
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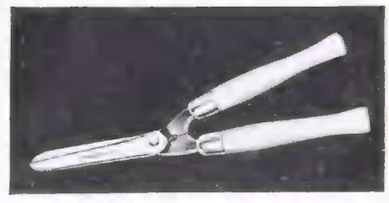
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CONTINUED FROM PAGE 192

Ages. Because their hold on life has slipped, they are blaming mass-production.

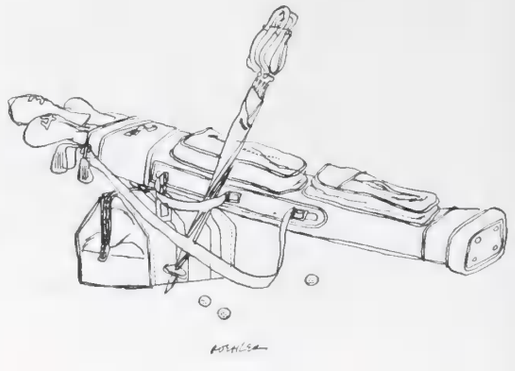
America was born in the Age of Reason. Its history is primarily the story of technological progress. As John Kouwenhoven has pointed out, three major technological achievements laid the foundations of our national unity and greatness: Whitney's cotton gin united and enriched the South: Slater's textile machinery industrialized New England and joined it economically with the South; and Fitch's steamboats "enabled the pioneer to settle the West and at the same time bound him inextricably to the East."

The act of a pioneer striking out on his own, depending on his intelligence and tools to wrest a living for himself and his family from his surroundings, is the essense of Americanism. This cool, objective approach to each problem, whether in nature or in industry, with the idea of arriving at a rational solution based on common sense eventually led to our new industrial civilization and, in the process, to our becoming the fortress and treasure house of Western culture.

There is no contradiction between a woman's reasonable desire for a washing machine that wi everything and someone dream of writing a novel that encompass all America. The tools of work can also be the tools of self-expression. The is no longer limited to the brush. He can use a welding creatively, as has Alexander Ca who introduced mobile scul into the history of art. Nor creativity belong exclusively t artist. It occurs in the kitchen in the nursery, in the store wi and in the office.

Misunderstood by his critics, catch him at the fag end o day, the business man shows ability in his work, not in leisure, when he tiredly turn TV, Mickey Spillane, and Hope. His part in the ext dinary variety that is Am and that encourages people t velop their individual differe rather than "keep up with Joneses" is only beginning t understood.

The mobility and optimis America, the openness of our s system, the challenge of our h wives and the response of indu the spreading of opportunit the opening of internal fronti all this has brought about the American look in world affairs



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184 Baccarat Crystal
180 *Bing & Grondahl Danish Porcelain
188 *Blue Danube China
206 Blue Ridge Dinnerware
182 *Brodegaard Crystal
208 *Brookpark Plastic Dinnerware
14, 15 Duncan & Miller Glass
214 Finlandia House
94 *Flintridge China
13 Fostoria Crystal
25 Franciscan Fine China
204 *Gense Stainless Steel Flatware & Holloware
179 *Gerber Legendary Blades
95 Gorham Sterling
Back Cover Heirloom Sterling
98 Imperial Candlewick Glassware
18, 19 *Lenox China
189 *Meladur Dinnerware
22 Reed & Barton Sterling
204 *Royal Worcester China
36 *Syracuse China
160 Steubenville Dinnerware
90 Stieff Sterling
85 Texas-Ware Dinnerware
159 Tiffany & Co.
24 Tiffin Glassmasters
Inside Front Cover *Wallace Sterling
202 *Waertsila Corp.
156 *Westmoreland Glass
199 *Woodbine Dinnerware by Watertown

CURTAINS, DRAPERIES, UPHOLSTERY & DRAPERY HARDWARE
157 Boltaflex Plastic Upholstery
5 Candalon Upholstery Fabrics by Collins & Aikman
198 Defiance Organdy
204 *Dolphin Nylon Fishnets for Curtains
174 Fineastle Decorative Fabrics

FLOOR COVERINGS (RUGS & CARPETS)
215 *Smoothedge Tackless Carpet Installation

FLOOR COVERINGS (HARD SURFACE)
12 *Armstrong Linotile
158 KenRubber Flooring
227 *Mosaic Tile

FURNITURE
228 *Baker Furniture
157 Boltaflex Plastic Covered Furniture
172 Burns Case Goods Corp.
207 Butler Furniture
38 *Cavalier Cedar Chest
92, 93 Cosco Metal Household Furniture
174, 175 *Drexel Furniture
198 *Fox Furniture
91 Futorian Furniture
183 *Gallo Wrought Iron Furniture
184 *Gordon Tables
31 *Habitant Knotty White Pine
211 *Heywood-Wakefield's Old Colony Furniture
201 Jamestown Lounge Co.
180 *Jamestown Table Co.
21 Kenmar Furniture
194 *Kent-Coffey Bedroom Furniture
214 *Luxury Furniture Co.
181 Mahogany Association, Inc.
Inside Back Cover *Masland Duran Upholstered Furniture
82 Masonite Presdwood for Furniture
94 *Molla Cast Aluminum Furniture
170 *Pennsylvania House Furniture
57 *Ranch Oak Furniture
205 Ridgeway Modern Tables
212 *Samson Folding Armchair
182 *Selig Manufacturing Co. Inc.
8 *Sligh Jubilee Collection
164 Stickley Cherry Valley Furniture
7 *Stratford Furniture
6 Texfoam Cushioned Furniture
172 *Union-National Furniture
10 U. S. Koylon Foam Cushioned Furniture
88 Virtue Furniture
78 Weirton Steel Outdoor Furniture
11 *Widdicomb Furniture
37 Woodard Wrought Iron Furniture

LAMPS
86 *Verplex Lamps

LINENS & BEDDING
192, 193 Fieldcrest Bedspreads
23 Irish Linen Damask
18 Utica Beauticale Sheets & Pillowcases
161 *Wamsutta Supercale Sheets

MATTRESSES
209 Rymland Innersprings
87 Serta Sleeper Foam Mattress
176 U. S. Koylon Foam Mattress

MIRRORS
205 *Donnelly Mirrors
77 *Pittsburgh Plate Glass for Mirrors

RADIOS, PIANOS, MUSICAL INSTRUMENTS
30 Baldwin Piano
200 *Chickering Piano
20 Magnavox Television
183 *Musette Piano
201 *Pilotuner Hi-Fidelity Tuner
29 *Wurlitzer Organs

SHADES, BLINDS, WALL COVERINGS
199 *KoolVent Ventilated Aluminum Awnings
214 National Metal Awning Assoc.
89 *Stockwell Wallpaper
80 *Warner Wallpaper

MISCELLANEOUS FURNISHINGS
228 *Peerage Brass
201 Ronson Table Lighter
210 Will & Baumer Twistolite Candles

Housekeeping Equipment

MAJOR & SMALL APPLIANCES
9 *Broil-Quik Chef
27 G-E Automatic Travel Iron
191 *Ilg Electric Ventilators
209 *K-M Chefster
190 *National Food Waste Disposer
202 Presto Automatic Deep-Fryer
177 *Quiefrez Refrigerator
169 *Ruud-Monel Water Heater
163 *Thermador Bilt-In Range
167 Toastmaster
80 Universal Tab-L-Top Food Chopper
83 Westinghouse Dehumidifier

KITCHEN CABINETS
68 *Brammer Birch Kitchen
206 *Kitchen Maid Kitchens

UTENSILS
214 Lee's Green Corn Cutter
209 *Pacific-Viking Corp.
205 Wear-Ever Pressure Cooker
16 West Bend Chrome Utensils and Cookware

MISCELLANEOUS SUPPLIES
209 Ivalon Vinyl Sponger-Wiper
207 *Majestic Underground Garbage Receiver
189 Phelon Magnagrip

Building

ELEVATORS
179 *Elevette & Inclinator

HEATING, VENTILATING & AIR CONDITIONING
17 *Carrier Air Conditioning
213 *Chelsea Attic Window Fans
208 *Chrysler Airtemp
210 *Cleveland Toridheet Automatic Heat
81 *Crane-Line Room Air Conditioner
84 *G-E Year-Round Air Conditioning
185 *Hunter Attic Fan
173 *Janitrol Automatic Heating
2, 3 *Minneapolis-Honeywell Zone Control
162 *Torrington Vairified Air Impeller
207 *Trade-Wind Clipper Kitchen Ventilator
178 *Trane Baseboard Convector
207 *Webster Baseboard Heating

INSULATION
189 *Balsam-Wool Insulation

PAINTS
100 *Martin-Senour Paints
191 *U. S. Plywood Finishes

PLUMBING
26 *American Standard Sink
213 *Case Vitreous China
203 *Permaglas Automatic Water Heater

WINDOWS & DOORS
190 Alumatic Royal Aluminum Combination Door
171 *Cinco-Thermoseal Combination Windows
205 *Firestone Velon Screening
209 *Fleetlite Aluminum Windows

WOODWORK
28 *National Oak Flooring Mfrs. Assn.

MISCELLANEOUS BUILDING
179 *American Dua-Laps Double Course Shingles
168 *Blue Ridge Patterned Glass
171 *Church Plastic Wall Tile
201 *Landon Inc.
227 *Mosaic Tile
209 *No Drip Tape
215 *Paddock Pools
188 *Pennsylvania Corrugated Glass
186 Romany Tiles
181 *Shakertown Sidewalls
186 *Soss Invisible Hinges
207 *Upson Kuver-Krak Panels

Gardening

FENCES, GREENHOUSES, TOOLS & GARDEN ACCESSORIES
222, 225 W. D. Allen Mfg. Co.
222 Avon Sprinkler
224 Breck's
214 Cook 'N' Kettle
222 Doo-Klip Lawn & Garden Tools
226 *Dubois Fence
222 Excello Power Mowers
222 *Garden-Spot Toto Cultivator
225 Goodyear Garden House
225 *Majestic Outdoor Fireplace
225 *Melnor's Swingin' Spray
224 *Ride-A-Mower
200 *Royal-Chef Barbecue Grill
217 *Rusticraft Fence Co.
226 *Smith Sprayer
222 Spearhead Specialties
222 *Stewart Fences
221 *Sunbeam Hedge-Trimmer
220 Sunbeam Rain King
224 *Supplex Flexible Plastic Sprinkler
78 Weirton Steel Barbecue Grills
225 J. Wiss & Sons Co.

FERTILIZERS & INSECTICIDES
226 American Chemical Paint Co.
223 End-O-Pest
222 Hyponex Plant Food

SEEDS, BULBS, NURSERIES
218 *Bedford Gardens
216 *Cooley's Gardens
219 *Long's Gardens
217 *John H. Marble
222 *Russell Gardens
219 *Schreiner's Gardens
225 *Romaine B. Ware
217 *Gilbert H. Wild & Son

Automotive

35 Cadillac
155 Chevrolet
97 Lincoln
47 Plymouth

Books

1 The Heritage Club

Entertainment, Sporting Goods & Toys

196 Ideal's California Gardens Pool

Foods & Beverages

196 Cinzano
165 Cointreau Liqueur
166 Quinac Quinine Water
67 Miller High Life
169 *Myers Jamaica Rum
169 *Spice Islands Co.

Travel

195 *Bermuda Trade Development Bureau
99 *Canadian Government Travel Bureau
197 Canadian Pacific
196 *Castle Harbour Hotel
196 *Hotel St. George
196 Manoir Richelieu
197 Mexico

Miscellaneous

215 *Capra Gems
171 *Exalgae
209 *Lowe's
191 *Niagara
215 Vibrosage Electric Massager

Department, Furniture, Jewelry & Specialty Stores

63 *Antique Iron Craftsmen
39 Around-The-World Shoppers Club
55 *Colten's
40 *I. F. Day & Co.
72 David P. Ehrlich Co.
41 Godell's
53 Julius Goodman & Son
59, 167 Jacksons
91 Georg Jensen Inc.
73 Parker's Products
69 Spear Engineering Co.
43 *Special Products
51 *Tennessee Fabricating Co.
52 Yardstick

"My Mommy says clay tile saves work and time"



"Keeping tile bright and clean is child's play"

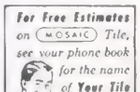


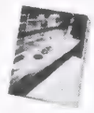
...says Mrs. Owen Cameron

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PANTRY SHELF NEWS

CONTINUED FROM PAGE 90

packed in sealed foil envelopes. The contents, diluted with the water specified, creates four to six servings, full-bodied and with home-made flavor. The price per envelope is 29¢ for all varieties. If Knorr-Swiss soup mixes aren't available in your local shops, you can order them by mail from Gimbel Brothers, Herald Square, New York City (minimum shipment, 12 packets).

While browsing through Vendome's shelves, I also encountered a timely food product for the iced-coffee season ahead. It's a sweetened coffee essence which Crosse & Blackwell imports from England. A teaspoon of the concentrated essence diluted with a tumbler of water, ice-chilled, creates a rich-flavored beverage. Delicious even without benefit of cream. The essence also lends itself ideally to the making of coffee-flavored desserts. Recipes for coffee frosting, coffee and mocha ice-cream are furnished on the label. I found it a delicious flavoring, too, for whipped cream.

Vendome's mail-order price for two 7½-oz. bottles of concentrate is $2.50, postpaid.

The exotic salad dressing ma
Fanny's Restaurant in Eva
Illinois, has won many awar
certainly merits being single
as an epicurean creation.
flavor of its blend defies de
tion, even when you know
what's in it. Its numerous ing
ents include chutney, brown
mustard, tarragon vinegar,
tomato paste, fresh toma
orange juice, ground pecans, g
onions, celery, parsley, along
salt and pepper. I certainly
with the *Ford Treasury of Fa*
Recipes from Famous E
Places, which singles out the re
rant and the dressing, that the
artistry lies in the recipe
They say that Mrs. Lazzar ha
fused to reveal it even in the
of offers of up to $10.000. If
decide to get acquainted with
dressing first-hand, you'll u
stand why its savor evokes
curiosity.

The dressing is available in
food shops throughout the cou
but if you're not able to fi
locally, mail-orders will be
by Marshall Field's, Chicago,
nois. Two 1-pint bottles can be
for $3.00, plus postage.



Copy of an antique for use as flower table or cocktail bar

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